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'While lobster dinners may be a luxury, the money earned by the fishermen is not'

CREDIBILITY CRISIS

AS FOR Maclean's and Andrew Coyne for a postscript and a corollary point by pointing out that the Cliphart inquiry is primarily about the Cliphart inquiry ("Unbelievable," November 16, 8). As an ardent admirer of Canadian politics, I've read many articles and that has to be the best written and most insightful I've ever had the pleasure of reading. Coyne exhausts us to pursue this matter until the whole truth comes out. Coyne ran in an that sense!

Reef R. Smith, Saint John, N.B.

AFTER TWO YEARS of intense whistling to get a public inquiry, Andrew Coyne has decided to pre-empt Justice Cliphart's decision. I had thought it impossible that there could be, anywhere on the planet, another soul who hated Brian Mulroney more than another life. Coyne is my only word of caution to Coyne that would result in the RCMP. While that would seem to be the natural progression of those suffering from the Mulroney pathology, history proves it can be a real error. I'll see you, Mr. Coyne.

YOUR JUNE 8 cover story ranks as Andrew Coyne's masterpiece. But this "public last word" may be premature. I say: Justice Cliphart's recommendations will shake the waters of the 13.1 million Mulroney won as he looks against the government's conduct, etc., at the very least, a primary charge. After all, didn't Mulroney neglect to include the fact that, along with those "single of coo" he had with Kathleen Schellen, there were some bags of cash scattered? What ever happened to the whole truth?

Meredith Joy, Enfield, Ont.

YOUR ARTICLE IS meticulous, thorough, and possibly the best so far. All its merits and purposes, it calls Brian Mulroney a con artist. As Andrew Coyne's last and vicious uncorroborated claim that he couldn't find any evidence in his judgment until Justice Cliphart's report? Does he feel that 15 years investigation by the RCMP and other authorities in Canada—yet that could find any evidence of wrongdoing or illegality in Mulroney's actions—should be overridden by Coyne's own judgment? Does he feel qualified or justified branding a twice-elected, inter-

nationally respected prime minister a per-jury and then charge him with conspiracy? This type of justice in public with hurt a sense of respect of the McCarthy era. It is a mockery of your standards. But I do know that Mulroney and Coyne will. Mulroney serves on the board of Borealis Coal Corporation, Coyne serves on the Amana Foundation board. I am chairman and founder of Borealis.

Paul Marsh, Toronto



MACLEAN'S and Andrew Coyne are to be congratulated for the "Unbelievable" cover story. Given the legislative history of Mulroney, it takes courage to question the veracity of such a character.

Ree Bivens, Ottawa, Ont.

ANDREW COYNE offers a long list of old charges, barely amply disposed in several hours, including the most recent inquiry. Brian Mulroney has openly acknowledged, several times, his deep regret at the error he made in accepting a relationship with Schellen, especially her receipt of cash from him. Mulroney has never been charged with, let alone found guilty of, any offence or wrongdoing during 20 years of investigation by the RCMP and the government of Canada, another achievement. That outside agency Mulroney and his family have not Canadian taxpayers in excess of \$50 million, and thousands of wasted hours by Canadian public servants. As frustrating as it may be for Coyne to drop his competitor, having

revised so many foolish years ago, it is not time for all of us as Canadians to move on. Brian Mulroney, politician for former prime minister Brian Mulroney, Toronto

THANK YOU for your excellent summary of Brian Mulroney's biography at the Cliphart inquiry. It does not make me to realize that Mulroney did not know what his advisors said the Canada Revenue Agency. Were they not acting as his agent, and at some point would not have had to sign a tax declaration that all of the information was true and complete?

Nancy Derrin, Norwood, Ont.

WHAT I FIND truly unbelievable in this dossier is that no-one has raised the issue of the GST on Mulroney's remuneration. He, of all people, should have known—without the services of a tax lawyer—that seven per cent of his service income should have been remitted to the CRA.

Alan MacKenzie, Toronto

ANDREW COYNE makes a persuasive case that most of Brian Mulroney's testimony at the Cliphart inquiry was not plausible. Coyne then suggests that there should be further investigation. But do we really want to spend many taxpayers' money on investigating this, especially when the law officers, who investigated all this in the first place, have never laid a single charge against the former prime minister?

Neil McKenney, Montreal

YOUR STORY about Brian Mulroney was disgraceful. Andrew Coyne crossed the line with his unsubstantiated presumptions and allegations. He might not believe Mulroney's explanations and that is his right. But Coyne went too far by stating that Mulroney is now widely suspected of corruption. Coyne's cover story is an opinion piece and should have been treated that way. The presumption given to Coyne's opinion gives the impression that Mulroney is innocent in charge at Mulroney's.

Dan Kavan, Windsor, Ont.

THE HEADLINE "Unbelievable" is the obvious conclusion about Mulroney's testimony, but it barely expresses the Canadian public's irrevocable desire to see Mulroney's record

opened, greed and sense of entitlement. His continued reputation is still inflated. In the unlikely event that he shows some integrity by withdrawing support for his undersecretary, perhaps then someone will show up for his state funeral.

Scott Boudreau, Carleton Place

IT'S A DISGRACE. He knows it, we know it and the world does, too. The whole is gone and won't be coming back for a long time, perhaps never. Mulroney's carefully constructed and guarded public policy will be forever tarnished for a few bucks in a bag.

Lee Davis, Vancouver

ANDREW COYNE noted it. As for his suggestion that "people have to take the next step," I suggest that we demand that Mulroney return the compensation of the Order of Canada. The Governor General of Canada's website says that this award is the "centre-piece of Canada's honours system and represents a lifetime of outstanding achievement, dedication to the community and service to the nation." To allow Mulroney to continue to wear the symbol of this award would mock the outstanding achievements of other Order recipients.

Ron Hogue, Winnipeg

GLOBE VS. GLASS HOUSES

PAUL WELLS comments that the Globe and Mail's Ottawa coverage has become "puffed and swelled with insider gossip." ("The old grey Globe is the only thing that used to be," Opinion, June 8). The comment looks particularly hollow when one's eyes scan the headline of Capital Hill on the adjacent page "Michael Ruppel on Layton's right pants."

Mark Christie, Seattle

FOR A Montrealer to write to criticize the Globe for how it covers news is laughable. Take a look through the last page of Mulroney's cover stories and cry out to shake your head at the almost apologetic tone the magazine takes in its coverage. Mulroney's dossier is taken in favour of headlines such as "Flying is hell," "Life is a bore," "How safe is your food?" and "We're getting grumpy." Furthermore, the magazine spends just as much time on political drama and pop culture as the Globe does. Josh MacIsaac and the Globe continue to lead and have not yet given space pieces scattered throughout issues, but at least the Globe doesn't try to force people into buying the paper with its cover stories. I urge Wells to get off his high horse.

Ron Gaudy, Fredericton, N.B.

PAUL WELLS refers to the CBC as "the state broadcaster." For the record, Canada does

not have a state broadcaster. The CBC is Canada's public broadcaster. There is an important difference between the two.

Tony Mannes, former president and CEO of the CBC, Ottawa

FISHY BAITOUTS

IF SPENDING \$18 million to help boost the lobster industry on the East Coast puts Mulroney's odium in a "low ball" ("Shell of an idea," Seven Days, June 8), then the billions spent on building out Chrysler and GM makes sense to invest in the industry. What makes any kind of bait in the very concentrated Mulroney's account to think it's a good investment? This sorry dig of a headline being a prime example. While lobster dinners may be a luxury, the money earned by the fishermen is not, as Coyne, thanks to the recession, people have dropped and the fishers have reached the point where they have a hard time breaking even. The money generated by this industry is vital to the East Coast economy, the government has gone into deficit spending specifically to help stimulate the economy in just this manner, and it's a practice per worker compared to the rest of Canada. So what's your point?

Kirk Omand, Brantford, Ont.

HAD GRADS

THE C.D. HOWE Institute's blunt analysis of graduate studies falls to support both its breadth and depth ("Dollar for dollar, it's a waste," November 16, 8). By presenting graduate work as an exercise in self-indulgence at the expense of the body politic, it falls in at least two ways. First, graduate study, in contrast to undergraduate work, is fundamentally about pushing back the boundaries of knowledge, acquisition of any serious involvement in the world, the acquisition of knowledge leads to growth in maturity, rather than by leaps and bounds. Second, the article ignores the reality that graduate studies often an important component of professional preparation (such as master of business administration and master of education degrees). Hence, the argument of dismantling research to the public's "interest" is severely skewed. If one views education only in terms of investment and return.

Dr. Edwin Burtner, Winnipeg

WHILE "dollar for dollar" a B.A. is better for the degree holder, the article also implies that the advanced degree results in a negligible or negative value to society. This may apply to degrees in the arts. However, in the case of engineering and sciences, these are generally directed toward needs identified by government and industry (engineering and an

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—Chicago Sun-Times

Losing Mum and Pup



Christopher Buckley

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—Washington Post

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else, depriving us of sources of innovation that filter into the industrial infrastructure through employment of the grade once they complete their studies, through new entre-preneurial ventures based on what was developed in the university and through technology transfer to society. Even the technology that does not move into the economy in this way remains as a blocking block in the

only environmental factors. A contrary ago, scientists studying drug abuse believed that people addicted to drugs were morally flawed and lacking in willpower. Heyman seems to ignore modern science such as functional brain positron emission tomography, which shows the distribution of acetylcholine in addicted patients. Addiction is not just a disease that changes both brain and behaviour,



Gene Heyman seems confused by the difference between drug abuse and drug addiction.



knowledge infrastructure. The I.A. is only part of the story, the value of graduate work based on a B.Sc. or B.Ed. is responsible for much of the economic growth, progress in quality of life, and potential for the major changes in lifestyle that we are looking forward to as responses to climate change.

Dr Robert May, Montreal

EMPATHY FOR THE DEVIL

ACCORDING TO Mark Steyn's column "What price our people's empathy?" (Opinion, June 1), true empathy is not possible, and to reach out a hand in an effort to find a way to peace makes you a naive dupe. Palestinians are "deprived" and members of suicide bombings don't feel lost but have "lousy pride." Steyn claims his cynicism isn't being realistic about the evidence. But leadership now being able to reach past these is those whose reasonable and compassionate, and therefore create a space for a peaceful solution to be found. Empathy is a necessary part of our humanity, and we need it to build understanding, trust and goodwill.

Margaret McLeod, Calgary

ADDICTION DICTION

GENE HEYMAN (June 11), who argues that addiction is not an illness but a choice, seems confused by the difference between drug abuse and drug addiction, which is well described in the *Diagnostic and Statistical Manual of Mental Disorders*, and does not seem to accept modern biology but

it is a chronic disease, with features of other chronic diseases such as diabetes, cancer, asthma and heart disease: a tendency to run its course, an onset and course influenced by environment and behaviour, and the ability to respond to appropriate treatment, including long-term lifestyle modification. Like these, there is a 50 per cent relapse rate, which creates enormous health-care management, not credit insurance for being fiddle-willed. Dr Richard Glynn Harris, Vancouver

BY USING the word "disease," doctors are implying there is no intent involved and no responsibility. To them, disease is an external agent that prevents normal functioning of the body, usually a virus. Alcoholism is not caused by a virus. Calling it a disease absolves parents of guilt. When a person knows he is completely responsible for his drinking habit, he will eventually realize he has the ability to stop the addictive behaviour he has created. Acceptance of self-responsibility will be the catalyst to prevent and cure many other addictive behaviours and social problems. Jerry Johnson, New Laidson, Ont.

We welcome readers to submit letters to either letters@maclean.ca or to Maclean's, 1155 Ave. Des Mount Pleasant Road, Toronto, Ont. M6P 2P5. Please supply your name, address and daytime telephone number. Letters should be between 300 words, and may be edited for space, style and clarity.

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MITCHEL RAPHAEL ON BIKER MPS, WHAT MADE LAUREEN CRY AND THE ROCK AND ROLL SENATOR

SENATOR NANCY RUTH'S COMPLAINT

The gay advocacy group Egale held its first-ever big gala in Toronto's Le Jardin. King Edward Hotel to mark the 40th anniversary of homosexuality in Canada, an event encapsulated by Pierre Trudeau's famous line, "there's no place for the state in the bedroom of the nation."

Justin Trudeau won the keynote speech (Egale's executive director, Helen Kennedy, says the group has never had so many MP's attend).

Political attendees included

Tourism Minister John Baird,

Liberal MP Scott Brison and

Marlo Silva, former Liberal

member of Parliament.

MP Olivia Chow and former

Liberal cabinet minister Bill

Stronach. Conservative

senator John Watt, who is chair

man of the Navigators community

counselors, was presented with

the group's Lifetime Leadership

Award for LGBT leaders, a

lifetime, international human

rights. Stronach was

awarded by the way Watt and his partner

raised his daughter Heather Watt

from previous marriage. "They

were such great parents," she

says. Derek Yarns, Jim

Flaherty's chief of staff, called Watt

"a trailblazer who made it easier

for people to be gay and

conservative, including myself."

Watt notes it is thanks to Watt

that Ontario, under the

Conservative government of Mike

Harris (Watt played a key role



FRANK STRONACH (center, top) with Jim Flaherty (left) and Jim Prentice, Laureen Harper (center left), Scott Brison at Egale event. (center right), Jean Watt (lower left) and John Baird, Nancy Ruth (lower right), (below) Brenda Blackie (left) and Scott Reid

SORRY MINISTERS

Nancy Ruth was surprised one government took this decision... but conservatives found it funny to believe in equality and fairness. Indeed, however, sometimes take leadership as James to help us live up to our ideals. At the after-party, Tony Senzani, Nancy Ruth was the first to hit the dance floor but was upset when the DJ spun electronic beats and no rock music.

would be hard to find a more powerful man in Ottawa, but Senzani was apparently disappointed while taking up the car to the three politicians, he took a call on his cell.

HARPER'S MOVIES

Heritage Minister James Moore hosted a reception for the Canadian motorcycle road-rifles. One Week at the National Gallery. Moore, who rides a BMW G300GS motorcycle, says there are about as many Conservative MPs who ride bikes "in the entire NDP caucus." Laureen Harper, who crashed during the movie, has a dirt bike but he said he'd never ride. She said film director Michael McGowan that Stephen Harper doesn't want to be seen on the director, never the same.

BEER SAVIOUR

The top-selling Ontario beer MP Scott Reid's south-western Ontario brewery (best tasting) Quebec chain (top) (new website) Reid of Scotch Irish Brewing and Heritage Breweries says Reid has been of enormous help to microbreweries in getting their products. More about Reid's brewery in April. Reid's brewery is now out of Reid's riding to Liberal MP David McGowan's.

IGGY'S DIG

The Ottawa-based National Arts Centre celebrated its 40th anniversary. Asked what anniversary it would like for Canadians to become PM, Michael Ignatieff quipped "a sign that 'the Tories' current awarding of the economy, he says, means 'we'll be kids if we have our milestones go together.'" W

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PHOTOGRAPHS BY MITCHEL RAPHAEL

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OTTAWA'S 'SEXY' SCANDAL

Lisa Raitt is known for her confidence. But how much trouble can she handle?

BY AARON WHEEY • Lisa Raitt understands. It frustrates her that she knows what it means to be in a position like this—the authority, the scrutiny, the seams, the conflict. “There were people who called politicians in Ottawa and demanded that the first I don’t know who Nobody ever carries names... I wish they would,” the once told a reporter. “I don’t rein personalities with business, and I don’t want to seem like I am whining. I’m not whining, but it does bug me. But I don’t hold any grudges. This is the big leagues.”

Of course, that was nearly six years ago, when Raitt was in charge of the Toronto Port Authority. Long before the gate to Ottawa. For longer before the and a low side were to a network television studio to the capital to explain the government’s handling of a national health crisis, arriving with a bundle full of confidential briefing notes and leaving without it. That time, Raitt stood and fired her answers in person, the Speaker naming names as he introduced one opposition MP after another who wanted the national government fired. Raitt stood and, as she has many times since being elected the MP for Hudson’s Bay, answered calmly and confidently, her answers only periodically peppered with a punning pat-down. “Mr. Speaker, I am a little concerned with the language being utilized by the member opposite,”

she lamented after the NDP’s Thomas Mulcair had referred to her diagnosed asbestos as “submersed.” “The people who work for us on the Hill work very hard.”

If there had been one distinguishing characteristic of Lisa Raitt since her term on Parliament Hill, it was this: the confidence. For over the more experienced members of cabinet seem to self-assured and the control of question period. But then, if Raitt is now as this place, it is hardly new to her. Only now, when danger accusations, have problems old and new connected to drive in a growing political career—starting to what degree political risk takers when an individual is both highly personal scandal and potential crisis.

Originally from Nova Scotia, she was the youngest of seven children. She studied first at St. Francis Xavier, then went to the University of Guelph to study environmental biological technology after a brother died of lung cancer—a fact that may cast a strange light, but recently revealed incident that an isotope chamber presented a “sexy” issue on which the could advance her career. After next a third job, a law school at York University—where she met her husband, David Raitt, now a comedy writer and improv actor—she was called to the bar in 1994.

She joined the port authority, a newly created Crown corporation, a year later and rose quickly through the ranks, serving as chief counsel, her husband and then president and CEO. Though also notable for an ill-fated attempt to establish ferry service between Toronto and Rochester, N.Y., her tenure would be defined by an epic battle over the future of



IF RAITT has displayed one distinguishing characteristic on the Hill, it's her poise. Even now, she has remained unfazed.

Toronto's island airport—advisors that would eventually involve Mayor David Miller, NDP Leader Jack Layton, and Canada's multi-million dollar lawsuits and allegations of mismanagement and misappropriation, as a common warning of air and noise pollution by Raitt's own former named assessment, it put her in the “big leagues.” And by any objective measure she was winning. In October 2006, parliament demonstrating on Ottawa, Port Authority took to maiden voyage to Greece.

Mark McQueen, chair of the port authority board, denies when asked about Raitt's time at the TPA. But his refusal to comment isn't galling. “I’ve had the pleasure to work with several political stars over the years,” he writes via email, “and as a rule I don’t talk to the media about them.” Dennis Mills, the former Liberal MP for Toronto-Danforth and a staunch advocate of the island airport, is less reserved. “I’ve known her for 12 years, she’s always enjoyed her professional life. She’s a person that knows how to get things done,” confesses Mills, who says he tried to mentor Raitt to the Liberal side.

Karen Layton, a former Toronto city coun-

tying “intentionally adept at deflecting criticism and avoiding unnecessary exposure for seemingly innocuous services.”

Two days before Prime Minister Stephen Harper asked the Governor General to dissolve Parliament last fall, Raitt was named the Conservative candidate for the suburban Toronto riding of Etobicoke, charged with contesting Gordy Turner, the former Conservative whose willingness to challenge Harper's authority had landed in his electoral home caucus. Raitt linked her political turn to Conservative positions as the economy, trade and transportation, but she directly told Harper, “I really like this Prime Minister,” she said. “It comes down to leadership for me.” Though the appointment an agent some local Conservatives, Raitt was a terse and personal race by more than 7,000 votes. And as the odds short of her first candidacy, the media of two young boys joined Stephen Harper's cabinet as his second minister of natural resources.

She was given the Commons seat visible on television over the Prime Minister's left shoulder, a spot once occupied by the similarly touted Russ Arnson, and by spring she was seen as a rising star. “If the spike doesn't French,” hailed one columnist, “there'd be legitimate buzz over the Toronto lawyer's leadership potential.” Then it all went to his sideways.

First, she and her 36-year-old director of communications, Jennifer MacDonald, left a binder full of documents labelled “secret” in an Ottawa elevator. Raitt offered the

terly recorded conversation in which Raitt raised months earlier that the combination of “radioactive leaks” and “vices” associated with the troubled atomic reactor at Chalk River made for a “sexy” issue to which she might be put to use. In Toronto, NDP MP Chalk River, Layton's wife, covered a press conference to announce the was asking the auditor general to investigate various allegations of mismanagement at the port authority during Raitt's reign—charges McQueen dismissed as “speculative, unproven, untrue and, in some cases, defamatory.” And as between, Raitt had had to stand in the House and answer for the potential health crisis unfolding on her watch.

Raitt spent her first few months managing concerns about new troubles at Chalk River—a major global source of the uranium used foremost to detect cancer and heart ailments—but a heavy water leak in May necessitated a total shutdown. When the reactor was turned off in November 2007, the Prime Minister loudly warned that a prolonged shutdown could “jeopardize the health and safety and lives of tens of thousands of Canadians.” However better prepared the Conservatives and Raitt may be this time, whatever help may be available from international sources, the potential for trouble seems great. “It's a catastrophe. It's a port catastrophe. It's absolutely not under control,” says Dr. Jean LeBlond, president of the Canadian Association of Nuclear Medicine. “The government doesn't have a short-term solution, doesn't have a medium- or long-term solution.”

And though Raitt may intend well beyond her term in natural resources minister, the “sexy” issue she once saw as her next conquest will seemingly test the perseverance of her poise. “Canadian and political people always appreciate those who take themselves off from their mistakes and work harder to be better,” says Tim Powers, the Conservative strategist. “How she reacts it crucial here. Cape Bretoners are tough and determined. That works to her benefit.”

On Monday she means the won tell the minister in charge. And, amid trouble on three fronts, she was missing in just the sort of way the Prime Minister prefers. Under intense questioning from Michael Ignatieff, she first laid blame with the Liberal government that presided over, including the “five Liberal cabinet ministers” who failed to anticipate the problems. Then, with no preamble, she took a generous pause in her testimony. “I assume,” she faltered, “that the leader of the Opposition does not know because he was certain the country at the time.” The Conservatives stood in cheer.

If this is the big leagues, the leader the game will. ■



THE 'SEXY' ISOTOPE ISSUE SHE ONCE ENVISIONED AS HER NEXT CONQUEST MAY YET PROVE TO BE HER UNDOING

editor who beat Mills in Toronto-Danforth and opposed expansion of the airport, recedes her distance while objecting to the methods—excluding a chairman lawsuit launched against a critics' group that opposed the island airport's air administration. “She plays to win,” he says. “They were no different to deal with these dealing with Wolman.” One media column from 2007 has Raitt, wearing down a public meeting full of dissenters, looking smart and charming and

Prime Minister her resignation, but it was MacDonald who lost her job. “I feel badly that she's had her last political breath,” says Mills of Raitt, “but because she will have a long political future, this abuse will serve her well as her career develops.”

That past Monday brought new trouble, though. World First broke into a report: had some top-jobs with a digital recorder left behind in a House of Commons auditorium by MacDonald, which included an audio-

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PRINCESS PATRICIA'S Canadian Light Infantry soldiers work alongside U.S. Army troops

war, Canada has accomplished a lot with our comparatively modestly sized force since 2001. Our proudest is based on what we have done with our forces, our willingness to reveal what others would not, and it is based on the casualties we have taken.

The list of accomplishments includes assisting in the destruction of al Qaeda's training, command, and research infrastructure in Afghanistan (2001-02), the denial of global terrorism (2001-today), the prevention of another Afghan civil war (2003-04), the disarming and conversion of Afghan militia forces into national security forces (2003-today), protecting national and provincial elections (2000-05), reconstructing the Afghanistan National Development Strategy (2001-06), the defence of Kandahar city and its surrounding districts (2006-today), and the destruction of the remnants of the enemy leadership throughout southern Afghanistan (2005-today). All of these accomplishments were achieved through the creative use of sparse resources, by Canadian soldiers using their initiative when others would not and by working closely with allies, particularly the Americans.

There is no doubt our joint efforts are having an effect. The insurgents do not like the presence of a 22 kilometre and the Canadian gun in Mazarin district one bit. After a flurry of IED attacks, the enemy has lost any momentum they had along the vital Highway

1 corridor. Lt. Col. Hurlbut established an outpost on the boundary between Mazarin and Zhari districts—in practice, has seriously identified and the flow of enemy weapons and personnel into the Canadian and Afghan operating areas, so much so that insurgents will constantly complain to their superiors in Pakistan about their lack of resources.

ONE NARRATIVE IS THAT CANADA MESSED UP AND THE U.S. IS RIDING TO THE RESCUE

For the third year in a row, the Taliban and their allies remain incapable of mounting large 2006-style covert rural attacks in the western districts, let alone into Kandahar, and are focusing on more classic insurgent methods to control the population, such as community level intimidation, or on planning more "spectaculars" like the Sarpoza prison assault and prisoner breakout of 2005. In Haward, the insurgents' threat for the main part, is damaged. Or, as Hurlbut explained, "The best, good, and now we are all in Pakistan, which gives us a new focus on governance and development." Hopefully, this is the shape of things to come—if the coalition configures out what to do about the major gun engine inside Pakistan. ■

Sean M. Maloney is a professor of history at the Royal Military College of Canada and has travelled to Afghanistan regularly since 2000. The author of the upcoming *Confronting the Chaos: A Rogue Canadian Force in Afghanistan*, he is currently writing a history of Canada's war in Afghanistan.



STORIES SAY NO TO MURDERERS

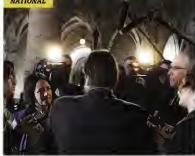
Thanks, we are putting an end to faith-based reviews and saying no to early parole for murderers. We are also updating families the pain of attending repeated parole eligibility hearings and having to receive those long-winded reports over and over again. — Justice Minister Rob Nicholson, telling reporters the Tories want to remove the faith-hope clause from the Criminal Code, denying convicted murderers a chance for early parole after 15 years in jail



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UNSTABLE: minority governments mean that ministers are always jockeying for position

The real shame in the Raitt scandal



PAUL WELLS

What I love most about Ottawa is the way everyone looks this way on the hill. Here's Lois Raitt, the most visible minister, looking into her pocket secretary about problems in the Chalk River plant, which looks like the biggest brownest plywood set of Lois Raitt and margin to produce most of the world's medical isotopes. What's the wrong right? What's lastly Raitt's been

Raitt's conversation with her assistant was recorded, apparently by accident. The recording was sent and wound upon reporter's hands. We're very happy. After some months of waiting for the initial recorder's owner, the reporter, Stephen Maher, wrote about the incident. Raitt's press secretary, currently being replaced, was not aware of the reporter's recording about the recording. The last the story came out. A few days' destruction.

But here's the thing. In the recorded chat, Raitt is obviously preoccupied with how the trouble at Chalk River will be perceived, considered with what is. Why would she be? Her colleague, Louisa Aglukag, the health minister, then, then a guest for a press release? "I think her staff is trying to shield her." Why? "They're terrified of the issue." But then she thinks about all this for a moment. "You know what? Good. Because when we win on this, I get all the credit."

There's a no-go getting on too much of a high horse about all this. Nobody likes to get credit, and in politics when you enhance your reputation by doing good it puts you in a position to do more good. But this cover-up was recorded in January. And since it is now five months since Raitt was sworn in to be thanked, it would be cheating if she had done more in that time than deserved thanks. No such luck. Chalk River was shut down after the media's exposure, it remains shut down, and there is no reason for optimism about its chances of starting back up any time soon.

Raitt's best consolation is that she will not be made to feel uncomfortable about the recording for long. The Liberal opposition attacks the government's reluctance to apply itself to any single subject for any length of time. We got a scandal a week in Ottawa. Each time there is a moment's relief as everyone wonders whether this will be the greatest for another element, which if it came now would be the fourth in just over five years. Then everyone moves on to the next little scandal, the next distraction, the next chance to get all the credit. Very soon Raitt will be lost in the crowd.

That's how it goes briefly in Ottawa. We are now five years into a string of successive minority governments that began when Paul Martin nearly lost the 2005 election. There is no reason to expect the winter of the next

election to have a majority either. It could be Stephen Harper, it could be Michael Ignatieff, but neither will command a majority in the House. So the disorganizing feature of post-Charter Canadian politics—its preoccupation—will continue.

Which means just about every parliamentary session will continue to spend part of the day thinking the way Lois Raitt did that night. Will your staff shield you on the issues? Or will you roll the dice and hope for all the credit? It's all about jockeying for position, because in a state of constant cabinet reshuffling, position is all you have. In your moment you can't plan, because in six months you might no longer be the minister. In opposition you can't say when you would do differently, because even if you know, you need to keep it under wraps until the campaign starts next month around the corner.

Now that this scandal seems necessary syndrome isn't the certain fix of any minor by Parliament. Just this one. Stable minorities share often, for example, in various provinces or in Ottawa's past, when a governing party could reach out to one or two other parties. But Stephen Harper doesn't trust anyone enough. He keeps power and authority too close to him to build stable relationships with any of his opponents. In fact, he keeps his own ministers out of the loop on any serious issue. His ministers talk about getting "the full Langevin," when the Prime Minister's staff in the Langevin Block, across the street from the House of Commons, take over a hot file and push a minister's department out of the way.

The Liberals, for their part, are trapped in an endless loop of shock and indignation. Every week they're around at what the government's doing. Soaring they drop when ever they were talking about last week and spend a few days denouncing the resignation of a minister some time. I think this has a lot to do with the constant turnover in the Liberal leader's office, from Martin to Bill Graham to Stéphane Dion to Ignatieff. The Liberals have fallen into stale habits because nobody has been around long enough to remember that there was ever another way to operate.

Meanwhile the world moves on. The global economy is reshaping. Our largest neighbour has a new government whose relationships with other governments are getting hard to follow. Ottawa's attention is turned inward. There are problems that don't go down simply because somebody gets credit for taking questions about them. Who are we? We're trapped in our own relationships, nobody's there. ■

ON THE WEB: For more Paul Wells, read his blog at www.macleans.ca/wellsnotes

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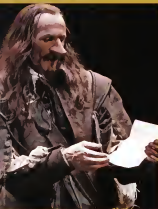


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It's back: our oldest canoe comes home

BY TOM HENNEFFER • The world's oldest canoe is coming back to New Brunswick. But someone forgot to tell the Maliseet, the First Nations people who constructed it.

Built about 180 years ago as a fireboat in Fredericton, the Grandfather Maliseet canoe has had an unusual journey. It was taken to Ireland in 1821 by a British officer, possibly stolen, possibly a gift. It wound up at the National University of Ireland in 1850 and hung from a roof there until 2000. Fulling apart and full of pigeons, its history was forgotten and it was almost thrown out.

Then, eight years ago, an Irish researcher took interest in the tree root seen below, and eventually found a seventh-century Canadian Museum of Civilization for restoration in 2007.

Newspapers announced it would be on display until the restoration was finished—which was the first one of the Maliseet canoe.



The Irish returned it, but no one told the people who made it

about it. "We weren't even told that it was coming," says Kim Brooks, a member of Fredericton's St. Mary's First Nation. "They had a ceremony to welcome it that was not recorded by our people."

Brooks' family wrote letters to Irish politicians, newspapers and the university asking that the canoe be returned to the people who built it. The letters were published in Irish newspapers, and the university soon announced a change in ownership.

So, instead of going back to Ireland, the canoe will arrive in New Brunswick this week. It will be displayed for their month at the Beaverbrook Art Gallery, and then given back to the Maliseet people.

"It's long gone," says Brooks. But she admits there's one more trouble: canoe is hard to preserve, and the Maliseet don't have the space to keep it. So while Brooks is happy to have the canoe back, now she says she hopes the Beaverbrook will keep it—somewhere to weather seasons where it will be safe. ■

Why Canada ranks eighth for peace



If not for our soldiers overseas, we would have ranked higher

BY STEPHANIE FIDLEY • Canada is the eighth most peaceful country in the world, according to the 2009 Global Peace Index. We might have done better, if a weren't for the troops in Kandahar.

Canada's mission in Afghanistan prevented a top five spot, says Clyde McConaghy, president of the Global Peace Index. We also fell in the ranking because of our "high military expenditure on," scoring three out of five for "the actuality and likelihood of getting up for violence." Canada did poorly further because of a high likelihood of a terrorist attack and an increase in violent attacks.

So, we drop from sixth place last year, and the Global Peace Index report attributes that to an "improvement in the score for the level of respect for human rights." Canada's politically stable climate also helped us to score a top 10 place. "There are some areas that could be improved," but Canada does "really well," says McConaghy. "Actually, it's an example."

The recent edition of the Global Peace Index was composed of 23 indicators including human rights, gender equality and democratic participation. "Rights were assigned to the indicators to produce a final score. This year Ireland fell from first to fourth place because of an "unprecedented collapse in the country's financial system." New Zealand is now on top, followed by Denmark and Norway, and Iraq ranked at the last place, despite improving its score. It had the highest possible score for homicide rate, level of violent crime, and potential for terrorist attacks.

McConaghy says there are "interconnected" at a close relationship between peace and the strength of the economy, and he hopes the study will drive policy and benevolent state makers to make peace "not just a Canadian word but a global one." "We can also make better use of the billions of dollars in terms of economic security in absence of violence," he says. ■

Student sues Carleton for broken nose

BY MICHAEL FRISCHLANTI • A former Carleton University student who was "violently and brutally assaulted" while on campus is suing the school for failing to protect his safety. In a case that could force every university to ramp up security, David Stedmore claims Carleton is just as responsible for his broken nose and lingering brain injuries as the two students who allegedly attacked him. "It was a terrifying experience," says a lawyer, Kevin Wolf. "Things like this should never happen on a university campus."

What happened on Sept. 12, 2009, was no doubt traumatic. A few years after the attack, Stedmore says he was punched, kicked and knifed unconscious after coming to the aid of a female neighbour who was "being harassed" by two other students. But his lawsuit—which demands \$750,000 from his parents and the school—is in the obvious question: What more could Carleton have done to prevent such random violence?

In his statement of claim, which has yet to be read in court, Stedmore accuses the university of a laundry list of negligence, failing to provide a "reasonably safe" residence,



Stedmore didn't file his lawsuit until four years later

failing to "employ adequate security," failing to assign a broken lock on the Stedmore House door, and failing to inform the violent tendencies of the two attackers, both of whom were off-campus students visiting the residence "illegally." But in its statement of defence, the university insists that campus security was more than adequate, and far from it to blame for Stedmore's injuries (apart from the other two students in Stedmore's house). In fact, the school claims he was intoxicated that night, threw the first punch, and caused his injuries with hate-phobic slurs.

New 14, Stedmore is a security guard at Carleton's Wortendyke. When asked why he waited so many years to file this lawsuit, Wolf says his client hoped the physical pain and psychological trauma would eventually pass, but neither has. "His family are now vigilant police, and they are not pursuing a 'private claim,'" he says. "Money is not the motivating factor. The family wants answers." ■



EUROPE'S GREAT SHIFT TO THE RIGHT

Will the apathy and rage seen this week now spill over into national elections?

BY JONATHAN GATEWORTH • It was at once a stunning expression of anger and a damning measure of apathy. The results of this week's elections for the European Parliament set off high-profile two-way marches through the streets of the 25-member political bloc, the rise of far-right, anti-immigrant parties, and a general decline in voter interest (only 43.2 per cent of the European Union's 375 million eligible electors cast a ballot—the lowest turnout in 50 years). Having 213 million people ignore a body that regulates so much is a “bad result,” admitted Margot Wallström, the European Commission vice-president. “It does affect the legitimacy of the EU.” But the rest of the world is justifiably more concerned about sets who Europe's overstuffed system appear to be.

• In Hungary, the ultra-nationalist Jobbik (“For a Better Hungary”) party took 15 per cent of the vote, winning three of the country's 13 seats. (The making-up of the 736-member legislature is based on proportional representation.) The party is best known for its angry public ruckus against “Gypsy crime,” including formations of its black-uniformed Magyar Guard (Hungarian Guard).

• In the Netherlands, the far-right Party for Freedom (PVV) came second in the election, capturing 17 per cent of the vote and five seats. Its leader Geert Wilders aimed his lawless for his controversial show *Stem op Wim*, which he targeted to Islamic doctrine. At home, he has provoked a far-right counter-reaction and discrimination. And last February, he was banned from entering the U.K., termed a “threat to one of the fundamental interests of society” by the Home Office.

• The Greater Romania Party (PRM), an extreme nationalist that runs against Transylvania's “dilapidated” ethnic Hungarian minority, won 8.7 per cent of the vote and two seats. Vaidon said the Romanian parliament last fall, its leader, Vladimir Todor, in a controversial former journalist and Holocaust denier who has never hidden his ties to the former Communist secret police. Is it unclear if the PRM's other member, soccer club owner Gigi Becali, will be able to take his seat. At a pre-



LEADER of the British National Party Nick Griffin (above, top right) in anti-BNP protest

election is under investigation for kidnapping and profit-taking from leaving the country.

• Austria's far-right Freedom Party almost doubled its share of the vote to 11 per cent, winning seven seats. Italy's far-right-skinhead neo-fascist Northern League, part of the government coalition, climbed 11 per cent of the vote and eight seats. And in the U.K., the far-right British National Party won two seats—its first ever victories in national elections—with a historic high 6.2 per cent of the vote.

“I think we're in for a very hard few years,” says Heather Grabbe, director of the Open Society Institute in Brussels, a democracy-building NGO founded by billionaire George Soros. “It's the politics of fear. These parties have managed to exploit the economic crisis, the fact that people are worried about their jobs and their future, and convinced people that this will somehow all be managed by the ‘stronger’ in our midst.”

While it was the mainstream center-right that actually won the election—Nicola Sarkozy in France took 35.5 per cent of the French vote, Juhan PM Silvio Berlusconi's People of

Freedom Party captured 36 per cent, and Angela Merkel's Christian Democratic Union took 34 per cent—few traditional parties saw their vote increase. And the left and center-left vote all but collapsed in many countries. In France, the opposition Socialist Party lost 37 per cent of the ballots; Germany's Social Democrats tumbled to their lowest result ever at 21 per cent; and Britain's ruling Labour Party captured only 31.3 per cent, its worst showing since the Second World War.

The cold-war trends—the rise of the far right and the left's waning share—underlie a fundamental shift in European politics, says Grabbe. “Two ages, the legacy of 1989 (the collapse of the Soviet bloc) catching up with the left,” she says. “They don't have a narrative of how to get out of terms like this. They don't have a clear ideology to offer.” And faced with a choice between the discredited theories of the socialist past, and the rapid rise of the neo-fascist present, the majority of voters seem to have chosen up their hands in disgust.

Going forward, the biggest question is



VOTERS ARE FED UP WITH BOTH THE DISCREDITED SOCIALISM OF THE PAST AND TODAY'S RAPACIOUS CAPITALISM

whether the anger and apathy will spill over to national elections. (Germany, Portugal and the U.K. will all go to the polls within a year.) Despite the fact that the European Parliament now has the power to amend or abolish any think-alike of the EU's laws, voters in swing countries continue to view it as a last resort, not a first choice, for their own legislators.

“It's not treated very seriously,” says John Curtice, a professor of politics at Glasgow's University of Strathclyde. “People use it as an anti-political protest against the government or support another party.”

For example, the BNP's success in the U.K. may say more about the unpopularity of Prime Minister Gordon Brown than anything else. His ruling Labour Party, mired badly in the polls and hit by an ongoing scandal, came third at the popular vote,

behind not only the opposition Conservatives, but also UK Independence, a like-minded party that advocates withdrawal from the EU. “The Labour vote slid away to the four winds,” says Curtice. The BNP's two-victory outcome is swirling dust around that have traditionally been Labour strongholds, but have been hit hard by the economic downturn.

Even then, the move does not factor appear to have been supporters at the left's staying home, rather than reaching allegiances. The anti-immigrant party vote accounted for just 1.1 per cent compared to 2004. And those worried about a fast slide to fascism in Britain were surely buoyed by the spectacle of BNP leader Nick Griffin being forced to run away from a victory press conference after protesters pelted him with eggs. Not exactly triumph of the will.

Arguably, the vote provides a warning for the European Union as the suburban left gains mile by parties like UK Independence, which doesn't believe in its model of economic and political integration. Now there is a significant portion of the European Parliament that craves like the Bloc Quebecois (in Quebec) a fundamentalist road with the institution and its goals, thereby seeking to reduce its role and power—hardly the message to drive up planning near zero. In large part, the EU has only itself to blame for the increasing sense that it is a level event. The economic crisis has hardly been its friend here. As unemployment soars across the Continent and the banks' misgivings, member states have been squabbling about who deserves to be bailed out, with the end result mostly ignoring the poorer member-states. Bloc. And rather than a sign of concern, the good of Europe as a whole, governments like France, Britain and Germany have been

showing their own attitudes (like the deal Angela Merkel cut with Canada's Migrants to save 35,000 German jobs at Opel) and passing laws to protect domestic markets.

It's the paradox that has kept plugging the organization. “By any measure the EU is a stag going south. It has contributed to the last decades of peace and prosperity. Countries are lined up to join,” says Kenneth Houston, director of the Centre for European, Russian and Eurasian Studies at the University of Toronto. “But there is a mismatch with public perception. People view it as inefficient and somehow out of touch.” And this public desire to politically rebuke the EU's role has become an increasing displacement 2005, when voters in France and the Netherlands opted for a proposed European constitution. Efforts to water down the treaty and make it more palatable have also failed, with Irish voters turning up their noses in 2008.

Whether that emerging discontent, along with the economic crisis, and rising anger against the EU, are creating the conditions for a new system, or if it is contained in one manner of open debate. Hence the doubt it. “There's always been a huge degree of anti-immigration sentiment in Europe,” he says. “But this is not the 1930s. There are huge political and social constraints on the far right leader to do anything, they have to change the message and broaden their base.”

But in some parts of Europe, the extremists are undeniably gaining popularity. Last fall, in the Austrian elections, the far-right Freedom and Alliance for the Future parties captured a combined 28 per cent—one point behind the ruling Social Democrats. In Denmark, the anti-immigrant Danish People's Party remains the third-largest political force with 21 seats. Swedish historian David Rydman says the bloc broke through with Germany's previous years, most notably in the economic crisis that drove millions out of work. “The Wall Street Crash took place in 2008, but it wasn't until January 2013 that Hitler became chancellor of Germany,” he writes in the *Guardian's* website. This recession has already seen an uptick in populist anger against bankers, and a defining shift in government. Less voter turnout may just be the start of the end story. “People who, generations ago, did not want to be involved about politics are now. When all, people are not just indifferent to politics, they are ignorant about it.” ■

STAFF PHOTOGRAPHS BY AP/WIDEWORLD; ILLUSTRATION BY MATT CARRINGTON

WHY THE FASCISTS ARE WINNING IN EUROPE

In bad times, if the political culture forbids respectable politicians from raising certain issues, voters will turn to unrespectable ones



MARK STEYN

To promote a greater sense of Euro-harmony, the European Parliament—actually, rather than the European Parliament—a group of ideological blocs, enter say that French liberals or right Slovak liberals, and Belgian greens or with Latvian greens, rather than hammering down as their ethnic ghetto. The largest bloc in the "European right," the national right are the to citizens, and the third is now the "non-intervent," the bloc for people who don't want rebelling to bloc. As a result of this month's election, the Croatian nationalist group of "Others" tripled in size (it was under a hundred seats). So, if they're not liberals, what's it, greens, "European democrats" or the "Norfolk Green Left," what the hell are they?

Okay, here goes. The members of the non-black-bloc-and-the-continental of the "Five France" party, one member of the Slovak National Party, two members of the British National Party, two members of the Austrian Freedom Party, two members of the Vlaams Belang, the "European League" party, two members of the Civic Union, which sounds like a gay marriage in Vermont but is in fact an ally of the Latvian nationalist far-right, the "European Union" party, three members of France's National Front, three members of Jobbik, the Hungarian nationalist party, three members of the Greater Romania Party...

Well, you get the picture. The European Parliament is the society working out as Lord

Tompson knows

"the view down the hill no longer, and the battle flags were left in the darkness of war, the federation of the world."

"There the common sense of most still hold a faithful reality in war! And the kindly earth shall flourish, like an universal law."

A federation of Euro harmony filled by ultra-nationalist as perhaps a almost no doubt a part. My favorite of these national parties is Austria, which is a Bulgarian national movement—oh, yes, take a wild guess. That's right: "Austrian." What a splendidly dumb name. The attack party was formed from last year's merger of the Bulgarian National Party and the Union of Democratic Forces and the National Movement for the Salvation of the Fatherland, and in running that merged together 13 per cent of the vote.

Like Austria, many of these lovely addresses to the political scene favour party members that they evolve somewhat while leading the groups in different directions but enough to maintain themselves. Other than that, they don't have a lot in common with their colleagues in the no-black bloc. I don't just mean on the score that the leader of the Slovak National Party said a couple of years back, "Let's all get in order and go and clean their coats," which presumably is a not a policy position (the Hungarian nationalists in Jobbik would endorse that there are broader differences, too). The SNP is an ingenuito to those issues, whereas Kristina Mironova, the actress who made Jobbik member past elected to the Euro-parliament, is a former winner of the Freddie Mercury Award for singing AIDS as an



SUPPORTERS OF Bulgaria's extreme-right Ataka party protest in Sofia in March

ment. I can't be the only political analyst who wishes that, instead of a victory speech last Sunday, Dolores Mironov had stood on the table in black tights and belted out, "We Are The Champions!"

Like a chorus in Canada's "homonationalist" commentators, Dolores Mironov is a "homonationalist" activist—and, indeed, a former delegate to the UN Women's Rights Committee. Once again, even though it's not an unambiguous point. In the course of her successful election campaign, the gold-standard has given Jews to "go back to playing with their little coloured balls." I don't know what Kristina has against circumcised penises, but it's probably not her penis.

It's unclear whether any member of the Austrian Freedom Party has ever the Freddie Mercury Award, but in the leader, Jörg Haider, was a gay pushing up against a gay coach ago when he flipped his Volkswagen into

YOU WANT TO TALK ABOUT WELFARE? WHOA, RACIST! ISLAM? RACIST RACIST DOUBLERACIST!!!

after leaving a gay bar in Kingston some what the snow for war. "His army helped his family from being by turning up at rallies and local events with an entourage of young blond men," reported the Daily Mail. "Newspapers in his homeland said they were reluctant to publish 'full details' of his home sexuality living on a suburb of hate toward the gay community would oversee his return to Kingston."

Et, if you say so. So hard to know who to hate first, or vice versa? And you've gotta be able to prioritize.

In Austria's Euro-election, two explicitly anti-immigrant parties won 18 per cent of the vote. In the United Kingdom, meanwhile, the new nationalist vote was divided between the British National Party and the UK Independence Party, which focuses British withdrawal from the European Union and managed to elect 13 members to the European Parliament,

winning 17 per cent of the vote and pushing Gordon Brown's Labour Party was third place. The two seats won by the BNP represent the first victory in a national election by any British far-right party, however squibly one can so define that term. Seventy years ago, under Sir Donald Mackay, a far more charismatic leader than the BNP's Nick Griffin, the British Union of Fascists never managed to elect a single local councillor.

So the elections of the United Kingdom crossed a dark Italian line thirty, for 40 years, London's European politics reaction have attempted to impose a "European identity" on this mass, coincidentally meaning the British people that they are, indeed, European, they're just too provincial and ill informed to realize it. Thus the paradox in its rejection of Europe, the British electorate has never been more European. The BNP have finally got with the program, just like

the Conservatives, they're voting for London.

Woody Guthrie used to have a label on his guitar: "The Machine Gun Factory." Moreover, of course, just the usual self-hatred to which ungiving Germans are prone. But, in thousands where they cook up European conventional wisdom, they could easily pin a sign on the door saying, "This Political Machine Creates Fascists." One can forgive Bulgarians if weaker democracies they are after all, only twelve seats removed from some party nationalist list, in the western half of Continental Europe, politics evolved to the point where almost any issue worth talking about was ruled beyond the bounds of polite society in good times, it didn't matter so much. But in bad times, if the political culture forbids respectable politicians from raising certain issues, then the decisions will turn to unrespectable ones. Europe has taken a vote for the North American in the first crisis of economic globalisation, unemployment in Spain, France, and even 17 per cent. To the Marxist historian



HONDA
The Power of Dreams

PHOTOGRAPH BY TONYA BARR, TALLERRELL



★ THE JANTZI-MACLEAN'S ★ Corporate Social Responsibility Report 2009

A CONSCIENCE FOR BUSINESS



Does the *Times Mirror* really deserve special recognition for having a woman as CEO? Given that women make up more than half the population and have been personally affected by human rights legislation for decades, one would hope that such an issue is now so commonplace that it doesn't merit a mention at all. Same goes for Nike's decision to focus on eliminating child labour from its supply chain, or BMW's decision to introduce a hybrid car. Aren't these things that all companies should be doing anyway?

The reason for recognizing them here isn't simple. In the mining sector, where Rio Tinto operates, like it or not, women CEOs are still a rare find. Similarly, in the apparel sector, many of Nike's competitors are still largely unaware of the working conditions at their foreign suppliers. By the same token, BMW's willingness to embrace novel technology for the good of the environment is still uncommon among luxury carmakers. It requires a leap of faith, for which the economic return is far from guaranteed.

It's easy to sit back and say what companies should be doing. So is cynically dismiss-

EXCLUSIVE REPORT

In 2011 *Teleman* was accused of abetting genocide. So why are they on our list today? P.36

The full list of the Jantzi-Maclean's 50 Most Socially Responsible Corporations P.42

ing efforts to improve at being a busy window dresser. It's harder to go looking for those companies that are leading their peers toward a more responsible way of doing business. Harder yes, but more useful too.

That's why *Maclean's* has partnered with Canada's leading social investment analysis firm, Jantzi Research, to present our first (and last) of the country's 50 Most Socially Responsible Corporations. These are the companies raising the standard of what it

means to be a good corporate citizen.

Whether it's *Serie's* attempts to make waste be producing self-examining, Biorix's system for removing heavy metals, the cap for *Environnement*, or *BMW's* successful programs, Corporate Service Corps, these companies have discovered that doing well need not come at the expense of doing good as the communities they serve.

Best change in the new companies operate happens daily and often under duress, but few of the nominees listed here would have been launched 10 years ago. There's no doubt that change is happening. More and more, companies are discovering that despite the cost and the headaches, absorbing social responsibility into their corporate DNA helps make them more efficient, better able to market their products, and less susceptible to PR blunders that cost millions.

These are the accomplishments that change the world while on one is looking, and even the most ardent corporate critics have to admit that it's upon these initiatives that a greater, more peaceful and more just business environment will be built in the future. For that, they richly deserve recognition—and success. ■

Talisman? A responsible corporation?

How Talisman, Nike and Gildan went from corporate demons to ethical leaders

BY NICHOLAS BÉLHUC • Not much was going right for Calgary oil and gas power house Talisman Energy back in 2001, but an adaptable lieutenant was when it was accused of complicity in genocide.

The charge, contained in a class action suit filed by the Presbyterian Church of Sudan, stemmed from Talisman's decision three years earlier to acquire a stake in an oil project controlled or just by Sudan's Khartoum-based Islamic government. The Church had also denounced that Talisman aided Khartoum in committing genocide by, among other things, allowing helicopter gunships to bomb bombing raids on villages from airstrip sites staffed by slave oil collection.

Though the charges were later dismissed, Talisman's Sudanese adventures were as difficult as a dare and prompted Justice U.S. secretary of state Madeleine Albright to send a harshly worded letter to their foreign affairs minister Lloyd Austin asking Canada to put pressure on Khartoum to revoke the project. It's an embarrassing history for a company that's now being celebrated in this very spot, for being one of the 50 Most Socially Responsible Corporations operating in Canada.

Another company we're celebrating is Nike which in the 1990s faced allegations that its products were being manufactured by child labourers in Third World sweatshops. Clothing retailer Gap—which is also on the list—faced similar protests, and Minervin listed T-shirt maker Gildan Activewear was put on review by the Fair Labor Association in 2004 after the company fired 100 workers in a Honduras sewing plant for union organizing. Oil and gas giant Suncor Energy made our list too, despite recent concerns over Alberta becoming an "energy cell".

Why are we including these companies as some of the best corporate citizens operating in Canada? Simple: after wandering a public relations wilderness for a decade or

more, each is now reaping the benefits of an aggressive "corporate social responsibility" (CSR) effort, an increasingly popular framework that puts a focus on how a company treats its workers, the environment and the communities where it operates. Sure, to be frank, many of these companies didn't adopt CSR mainly to put out a public relations fire. But none would now go back in time. In fact, most say that although becoming a good corporate citizen was long, sometimes painful and often costly slog, they're now much better companies because of it.

THE ORDERS FROM THEIR CEO: At Nike (right) were success; get a CSR unit started, that



Talisman hit a low point in 2001 when it was sued for abetting genocide in Sudan

by Reg Markey's case that the then Talisman president and CEO Jim Buckle sent him to do his own burning, pretty intensely. Markey, now vice president of corporate responsibility and governance affairs at Talisman, was then a former oil-patch engineer and lawyer doing legal work as the commercial end of the Sudan project. When Buckle, a colorful and outgoing Brit with an Oxford Ph.D. in anthropology, came knocking in March 2000, Markey suddenly found himself tackling his company's biggest headache.

The onset of the pain had first arrived two years earlier when Talisman acquired Col-

ony-based Andis Energy, with its 25 per cent interest in Sudan's Greater Nile Petroleum Operating Company. The deal triggered instant controversy, contributing to an immediate 10 per cent drop in Talisman's share price due to worry over Sudan's political turmoil, and Talisman shares continued to fall at a discount for the duration of its Sudan venture. Some non-governmental organizations (NGOs) and other activists accused the company of allowing the violent displacement of villagers across the oil-ravaged area, as well as ignoring evidence that Khartoum was using to fund a civil war.

By spring 2001, a shareholder resolution sparked by these civil society activists was asking for an independently verified report on the company's compliance with the latest national Code of Ethics for Canadian Business, which Talisman adopted in 1999. "At that point, we did not have a corporate response policy or governance unit," says Markey. Buckle's marching orders were succinct: get a CSR unit started. Just. "We wanted it from the ground floor," he says.

One of Markey's first moves was to reach out to the very groups that had been most critical of Talisman's dealings in East Africa—NGOs like Amnesty International, Human Rights Watch and Transparency International, as well as the Canadian and U.S. governments. It was efforts around like Talisman was carrying forward. Markey's request to go out and see the remaining dialogue became fundamental to a new kind of work searching in the company. "We really had to think about, well, how do we implement the international code of ethics?" he says. "What does it mean to say we're going to support human rights or labour rights in the context of what we're doing?"

Such questions were particularly complex



Volunteers gathered for the 2008 Scotiabank AIDS Walk for Life, with Scotiabank's Coal Harbour Branch and the Vancouver branch.



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It may take a village, but sometimes it takes only six people to bring about change. Scotiabank's Coal Harbour, BC branch stepped outside the box to support the 2008 Scotiabank AIDS Walk for Life.

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"We believe that Scotiabank's success can not be achieved without a healthy community base. This fundraising event brought our team together and made us proud to represent Scotiabank in our community."

Mary Strogan, Branch Manager, Coal Harbour Vancouver, B.C.

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in this case, because Talisman didn't directly control operations at the Greater Nile project, but to the criticism mounted, Buckle eventually insisted the company was doing good work in the country, writing that "the appropriate moral response is to try and use our corporate resources in a broad and open, while manner to create good jobs." Meanwhile, Talisman hired local subcontractors to carry out development work, building hospitals, schools and wells, and Musil also noted the company's first corporate responsibility reports, first focusing on the Sudan, then on Talisman's global operations.

In 2003, despite Talisman's best CSR efforts, the company decided to wrap its stake in the

Over the years, Talisman's corporate responsibility approach has shifted away from the purely reactive role of heading off bad PR to become part of Talisman's core decision-making process. Today, before investing in a foreign land—Colombia, Peru and Iraq, say, three countries where the company is currently active—Talisman evaluates the technical and economic challenges of the area, as well as local economy and human rights issues. "It's all part of the process to determine if we're going to go, and if so, how we're going to do it," says Musil.

Which raises the question of whether, had the CSR team been in place in 1988, Talisman ever would have ventured into Sudan at all

to-by target for activist groups—its affable chairman, Phil Knight, can be seen again in a real 1998 interview conducted by documentary maker Michael Moore—and the company had little experience handling such criticism. As first, the company played down the charges, promising monitoring of factories but keeping the results of that week secret. "When these issues first hit, we were unprepared and clearly didn't deal with them as well as we could have," says Nike spokesman Steve Meyer. "When you talk about risk and reputation management approach, you're pretty much on the defense."

Since then, much has changed. "Labour violations in the supply chain haven't disappeared," customer-juried food and retail analysts find that long, though they are fewer. What is different is Nike's "willingness to assume responsibility." That attitude shift has helped transform Nike's initially reactive approach to corporate responsibility into some part of how the company operates. In 2007, it became the first major brand to publicly disclose its entire factory base worldwide—and guard against doing so despite increasingly vocal requests because it feared affecting competitors in its preferred manufacturing destinations in the country.



project altogether, citing shareholder fatigue. All was not lost, however. "The lessons learned from Sudan and the application of these lessons into our policies really put us in a leadership position on the international scale in terms of how we address issues related to human rights, employment and community relations," says Musil, and it's a lesson that influences all aspects of the company today.

Talisman is now a member of several gold standard environmental, labour and human rights groups—the land you have to work hard to get into. The company belongs to both the United Nations Global Compact, which gathers companies together to support human rights, labour and the environment; and the Extractive Industries Transparency Initiative—which sets international standards on the restriction and publication of every payment from oil, gas and mining. It's also the only Canadian company that's a full participant in the Voluntary Principles on Security and Human Rights. Primary Group, a corporate responsibility clinic located together around a set of principles first drafted together on safety, security and human rights.

Musil raises the question, calling it "hypocritical" and asking that few companies could claim to have had CSR programs in the last 19 years. But he acknowledges that, in heading to Sudan, "one of the things we underestimated was the stakeholder perspective, not only of civil society, but also of governments—including the U.S. government." And he cites Sudan as an argument enough for Talisman's more recent CSR focus. "The way we're doing human rights here is not good," he says. "People that have been here long enough have seen the cost when things don't go right."

Nike, another company on this year's Jon to-Machuron list of the 50 Most Responsible Corporations, has also seen first-hand the cost when things don't go right. After years ago, the American, Nike-based supplier and equipment supplier located the power company for labour standards in the developing world. Like Gap and, in a later edition, Canada's Global Access, Nike's vast network of contracted factories came under fire for engaging forced overseas labourers and unsafe working conditions.

At the time, Nike was a high profile, core

specific report on China a year later. After early struggles, Canada's Golden adopted a similar strategy, admitting they had put restrictions on workers' right to freedom of association at an 11th-hour in the treaty and then settling about establishing a new relationship with an labour force in that country. "It actually showed some leadership in how it dealt with the situation," says Liang, who notes that Golden benefited on an extremely verified remediation process, created tough supply chain management systems and engaged with its biggest critics. It's now one of the few Canadian apparel retailers that publishes a corporate citizenship report.

Nike, however, went beyond even this, overhauling its sustainability principles with the way it concerns new products. Its proprietary Considered Design standard, for example, provides an index that helps design teams identify the issues associated with new materials from the start of the design process, including a life-cycle approach to materials' ecological footprint from cradle to grave. "We really are lowering corporate



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responsibility as an innovation-driver within the company," says Meyer, who adds that these best practices lower the company's costs. "We have proven the business case over and over again that less toxic, more environmental materials and reducing waste leads to better line items." Those efforts appear to have paid off: annual Globetech polling has found that the percentage of Canadians who think Nike is an unethical company in an open-ended question has decreased from more than 50 percent pre-2000 to 30 percent over the last five years.

The same corporate citizenship principles underlying Nike's social impact commitments can also guide firms to address more all issues. On the bottom line, most companies don't have much in common with athletic footwear. But innovative, CSR-driven thinking similar to Nike's has helped Colgate build Sunoco's stake into the Jomax line after



If there's a spike in emissions, Suncor makes it brutally clear, publishing steeply rising line graphs illustrating the numbers

year, despite its activism in Alberta's "dirty oil" north. Indeed, Suncor's reputation has never taken a Taksonian- or Nike-style dive, thanks in large part to its early CSR commitments. Jensen, who takes a best-of-sector approach accepting in top 50 lists, singles Suncor out in ahead of its industry peers for the way it engages with the communities it deals with—including several First Nations partners in the Athabasca oil sands region—and the way it works to reduce its ecological footprint.

Suncor's effort to reduce water consumption is a good case in point. Over the past five years, the company has reduced absolute use of water by 40 per cent, and 50 per cent of the water it uses to generate steam is drawn from rain from beneath the earth's surface or now recycled. As its delayed Vancouver project, Suncor committed to designing a well site that would use no new fresh water as of last week's merger with Petro-Canada may put this initiative back on the table.

Gordon Lambert, Suncor's vice-president of sustainable development, cites extensive sustainability reporting as the main driver behind the initiatives. Jensen oil and gas and left Dayna Lambert agree. "They're a very strong reporter of information open, willing to engage, and they understand the value with the tool," she says. "It's an approach to corporate performance disclosure that I've seen others the 'good, bad and ugly.' If operational troubles cause a spike in greenhouse gas emissions, Suncor doesn't brush it off, publishing, and did in 2008, double change report, simply stating line graphs illustrate



OVER THE past five years, Suncor has reduced absolute water use by 40 per cent

ing the numbers. Lambert acknowledges such disclosure "does have a cost to it—but that's a cost of doing business. I would also promise that any failure that we spend and up getting completely after and money by the business."

None of this is to say that these companies are perfect. Both wrack as Gap and Nike—and their respective constituencies of shareholders, customers, and the public—struggle, as often unsuccessfully, to manage their supply chains.

In its 2008 CSR report on China, Nike can

duly acknowledge these challenges can still sometimes lead to underage labor (due to fake documentation), forced overtime and failure to pay wages owed. Labour activists still deny Nike's reluctance developing countries with weak labour rights regimes.

Taksonian's scientific drilling operations in the Província Amazon also leave a vulnerable to further human rights and environmental criticism, particularly from the indigenous groups. And just this year, Alberta filed Suncor \$150,000, a provincial record, in connection to two different environmental incidents—failing to put pollutants control gas pipes in time leading and dumping untreated waste water into the Athabasca River.

At the same time, all of these companies have, through hard lessons, learned the value of good corporate citizenship. If that value is hard to measure—"It's like an insurance policy, how do you quantify the benefits?" asks Taksonian's Mathias—CSR is risk Taksonian-level strategy ignoring corporate citizenship poses. "Companies that maintain a standard Taksonian with regard to understanding stakeholder interests and responding to them are simply doing so at their own peril," says Leonard Brooks, a professor of business ethics at the Rotman School of Management in Toronto. "It's always possible to make a lot of money in the short term, but you can't do that in the medium and longer term unless you give attention to corporate social responsibility."

There's perhaps no better indication of this than the changing behavior of investors, who more and more are putting their money with firms that have clearly defined and strong CSR chops. Between 2006 and 2007, a period when markets were otherwise sluggish, assets invested in Canada acquired a socially responsible guidelines rose an average 31 per cent, from \$501 billion to \$649 billion, according to the Social Investment Department's 2008 review.

Even today, most corporate responsibility seems to be born of crisis, beginning life only with PR fiascos before settling in to curb further risk. But often, despite that initial risk, the change in outlook can become incorporated into a company's very DNA—helping it choose where and how to do business. Underlying that shift from merely self-protecting a brand's reputation to recognizing CSR as a part of making these decisions has been recognition that good risk management, good optics, and actually doing good are not mutually exclusive. Which suggests an interesting paradox: going green is the way to avoid a top corporate citizen a decade from now. Given the statistics on this year's list, almost any game is worth a wager. ■

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IN 2007, BCE launched the Women's Exit network to provide development opportunities to women as they move into executive roles.

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50 Most Socially Responsible Corporations



EXCLUSIVE REPORT: Selected on the basis of a broad range of social, environmental and governance indicators, these top companies are making Canada a better place

5N Plus Inc.

- Specializes in the purification of metals for suppliers in the solar energy sector. The company's primary products, high-purity cadmium telluride (CdTe), is important for the production of thin-film solar PV, which is used to convert sunlight into electricity.
- 5N Plus is exploring opportunities to recover metals, such as tellurium, cadmium or selenium, that would otherwise be sent to landfill.

ARISE Technologies Corp.

- Provides a range of solar energy systems for residential buildings that include technologies such as passive solar design, photo-

voltaics, and solar thermal heating.

- Most of these systems are grid-connected applications able to sell power back to the province through Ontario's Renewable Energy Standard Offer Program (RESOP).

Ballard Power

- Develops and manufactures proton exchange membrane (PEM) fuel cells, which combine hydrogen fuel with oxygen to produce environmentally friendly electricity.
- Developed dual energy fuel cells, which BC Transit is currently using in 20 buses. Just in time for the 2010 Olympic and Paralympic Winter Games, each bus will reduce carbon dioxide emissions by 63 per cent com-

pared to a conventional diesel bus.

- Creates a life cycle plan during the product development process, ensuring the ability to give management of the waste product, including recycling options.

Bank of Montreal

- Women as well as men are represented among board members and senior officers.
- BMO has a strong presence in Aboriginal and multicultural communities, and is a gold member of the Canadian Council for Aboriginal Business's Progressive Aboriginal Relations program, recognizing its demonstrated leadership in advancing the success of Aboriginal employees, customers, partners.

PHOTOGRAPH BY ANDREW TOLSON

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and supplier.

• Purchases green electricity, and has continued to achieve green building certification for new and existing buildings.

Bank of Nova Scotia

- One of the few banks providing access to credit for underserved communities. Has microfinance initiatives in Chile, the Dominican Republic, Guatemala, Jamaica and Peru.
- Partners with governments, unions, trade organizations and educational institutions to target the needs of HIV/AIDS orphans in many markets and South Africa's workforce. Such efforts have included year-round trainees designed to raise awareness, foster HIV/AIDS agencies, and reduce stigma and discrimination.

BCE Inc.

- The only telecommunications company in Canada to obtain ISO 14001 certification, the international standard for environmental management.
- Built three new building complexes according to Leadership in Energy and Environmental Design (LEED) standards, an internationally accepted benchmark for the design, construction, and operation of high-performance sustainable buildings.
- Launched the Women@BCE network to provide support and professional development for women as they move into executive positions at the company.

BluelQ Environmental Technologies Inc.

- An industrial water waste treatment firm, BluelQ has developed a proprietary system that removes acid and heavy metals from runoff water at mines. Mining companies around the world use water to transport slimes designed and operated by the company.
- Heavy metals that are separated in the process, such as copper, zinc, nickel, cobalt and selenium, can then be sold on the open market, deriving therefrom takings ponds.

BMW

- Has already introduced Advanced Diesel engines to Canada, and will launch its Accent hybrid vehicles this year.
- Currently developing hydrogen technology as a long-term source of alternative energy, and has an action plan to reach zero emissions.
- Through its "Design for Recycling" concept, new BMW vehicles contain 15 per cent recycled materials and customers are able to return used vehicles free of charge for safe dismantling, recycling and reuse.
- Implemented an HR/AIDS program in

South Africa, which will be expanded to China, Russia and Thailand.

Brookfield Properties Corporation

- Published one of the first stand-alone Corporate Social Responsibility (CSR) reports in the Canadian real estate sector at this year.
- Pledged that all future developments will be built to a LEED gold standard, a best-in-class standard for green buildings.
- For existing buildings, the company has detailed waste diversion and energy efficiency initiatives. A project that 65 per cent of its U.S. properties will be Energy Star certified by the end of 2009.

Canadian Hydro Developers

- Operates three types of EcoPower Centres: wind, hydro and biomass.



SCOTIA-AMER award jury. Left: Simon del Rosario, provider education in Chile.

- Will open Canada's second largest wind facility, the Wind Island Wind Project, this month.
- In Grande Prairie, Alta., EcoPower Centres will cut greenhouse emissions by 10 per cent by removing the need for existing wood-frame incinerators at two adjacent lumber mills.
- Steam from the project will be used to power the lumber drying kilns at the mills, reducing greenhouse gas emissions by 17,000 tonnes per year.

Canadian Pacific Railway Ltd.

- CP is replacing its locomotive fleet with newer efficient vehicles that meet stringent U.S. Environmental Protection Agency standards and upgrading existing vehicles with air-filtration technology. Such efforts support greenhouse gas (GHG) reduction targets and fuel conservation efforts.
- Offers customers concerned with managing their GHG emissions an online calculator to estimate the amount of GHG

emitted per freight shipment.

- Has the strongest environmental management system among Canadian rail companies based on ISO 14001's international certification standard.

Cascades Inc.

- Uses methanol captured from landfill, locally sourced wet lap pulp and hydro power to produce 100 per cent recycled paper with 15 per cent less carbon emissions than the average North American recycled paper.
- Launched Biofoam, the first line of containers made from 100 per cent bio-degradable polylactide foam. The containers are designed to degrade into a biopolymer within three years in landfill sites, unlike containers made of conventional polystyrene foam, which require hundreds of years.



CANADIAN HYDRO develops new fast wind, biomass and hydro EcoPower Centres.

Mexico and Brazil through the Dell YouthCare program. Through its Technology program, Dell teaches low-income students to install and repair computers, providing each student with a new computer.

Gap Inc.

- Gap is striving to address the root causes of labour rights violations in the supply chain and collaborating with key stakeholders to estimate the effects of its purchasing practices.
- Works in establishing long-term relationships

with suppliers and is committed to ongoing training.

- In partnership with U.S.-based Hanes Fashions, Gap is implementing a Web-based "Insecurable" system to track fibres to their country of origin. The pilot project represents an effort to supplement its responsibility for textile production with accountability for the raw materials used in its clothing.

General Mills Inc.

- Donated nearly five per cent of total pre-tax profits (US\$17 million) toward "natural

in communities" through activities such as hunger relief and disaster response initiatives. This support includes corporate donations, foundation grants and in-kind support.

- Women at General Mills hold almost 49 per cent of management positions. Programs employ benefits available extended parental leave, parental leave and a range of alternative work arrangements.
- Through its Applied Sustainability Team, the company aims to reduce environmental footprint, leverage its operations as sustainable agriculture, and develop an environmental compliance program for suppliers.

Golden Agriculture

- Recently received 2008 Central American award to identify those most pressing community needs, allowing it to better support economic development in the regions where it operates.

- The only Canadian apparel manufacturer accredited by the Fair Labor Association.
- Has implemented a health and safety program for its workers and an ergonomics program at its sewing facilities.
- Developed its own biological system, the Biopipe, to treat waste water from its manufacturing processes in Honduras and the Dominican Republic.

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Green Tech Lifestyle Inc.

- Offers progressive work-life balance programs to many employees in Canada and the U.S., such as flex time, job sharing, telecommuting, on-site health care referral service, and on-site or subsidized daycare.
- Has launched innovative resources for employees to accommodate mental health issues in the workplace, including the Crisis West Life Centre for Mental Health in the Workplace and Guiding Minds @ Work.

H.J. Heinz Company

- The company's Global Operating Principles include a statement of recognition and respect for freedom of association. More than 60 per cent of Heinz's U.S. employees are unionized.
- Heinz has been at the forefront of testing reformulated powders and has developed two formulations that are being used in developing countries. Its goal is to provide free micronutrient assistance to 10 million children by 2010.
- Through the PlantSeed program, the company supplies its billion hybrid tomato seeds to its farmers in annually, which conserves water and reduces reliance on pesticides and fertilizers without genetic modification.

Heinen & Maurel (H&M)

- The only apparel company in this ranking without a controversial history.
- Dedicated to transparency, the company's most Sustainable Impact provides detailed accounts of audit findings and an analysis of remedial actions and results. The report also features credible stakeholder feedback on H&M's CSR performance.
- More than 90 per cent of all H&M employees are covered by collective bargaining agreements.

Howell-Packard Company

- Operates one of the world's largest recycling facilities in California. In addition to the one billion pounds of electronic products already recycled, the company plans to recycle an additional one billion pounds by 2016.
- Reduced greenhouse gas emissions by purchasing renewable energy, shifting from air cargo to ocean freight, and increasing fuel efficiency for the company's fleet.
- Accommodates employees with disabilities through various measures, including telephones for the hearing impaired, interpreters, text services and adaptive software.

Hyundai

- This spring Hyundai introduced the 2010 Elantra, the most advanced hybrid currently available in North America. Its FCX Clarity vehicle, which is propelled by an electric

motor and only uses petrol, earned the "2009 World Green Car" award.

- Hyundai's new "Eco-Assist" dashboard and computer was designed to help drivers optimize fuel efficiency by providing related feedback on driving techniques.
- Hyundai Motor Co. Ltd., a Japan-based subsidiary spun off from Hyundai, is developing an on-site of new ideas solar cells for home and vehicle use.

IBEC Holdings

- IBEC's corporate sustainability considers business, financial and environmental practices.



IBEC drives hybrid tomato seeds to the market each year to reduce carbon footprint.

oil-fueled engine, sustainability criteria for financing projects or companies involved in chemicals, defense, energy, forestry, food/beverage infrastructure, and mining and metals.

The first major transaction of bank to achieve net-zero carbon emissions. Its carbon management strategy extends into its core financial services business by issuing of clients an understanding of their change related risks and opportunities.

IBM Corp.

- Modelled after the Peace Corps, IBM's Corporate Service Corps trains staff and sends them to teach computer and business courses in poor communities in Ghana, the Philippines, Romania, Tanzania and Vietnam.
- Supports businesses owned by women, Aboriginal and visible minorities through its Supply Chain Social Responsibility initiative.
- More than 90 per cent of IBM's current electrical usage is now powered by renewables.

ING Group

- Achieved carbon neutrality through energy efficiency measures, renewable energy pur-

chases and emissions of fleet.

- Investment policies exclude operations in Burma and Sudan, animal testing for cosmetic purposes and fur production.
- Offers its investors a wide range of sustainable products, such as sustainable investment funds and an Ecolike for testing energy efficient cars.

Ingersoll Renewable Energy Inc.

- One of Canada's most active independent developers and operators of hydroelectric and wind power generating facilities. Since 1996, the company has brought 11 hydroelectric

Kinross Gold Corp.

- Modified the backdoor mining project in Washington state to minimize its environmental footprint. Reached an agreement with the Okanogan Highlands Alliance, an environmental group focused on protecting Buckhorn Mountain, a cultural and ecological landscape, and its riparian resources.
- Five of its eight mines are certified as compliant with the International Cyanide Management Code, which focuses on the safe management of cyanide, cyanide waste, tailings and leach solutions.

Loblaw Companies Ltd.

- Offers environmentally preferable product lines such as PC Organics and PC Green Line products. Loblaw's goal is to expand its new line of fair trade products and increase local product sourcing by 10 per cent within the next three years.
- Reduced the number of plastic bags it used by 338 million in the past year, with a one billion bag target by the end of 2009. The company has also pledged to divert 79 per cent of waste generated from landfill this year.

Monsieville Financial

- Has invested more than \$1 billion in the

renewable and alternative energy sectors, including a US\$65 million loan to construct a solar field in Nevada using a solar power generation system, the largest of its kind in the U.S.

- Timberlands managed by subsidiary Hancock Timber Resource Group are certified under various sustainable forestry management programs including the Forest Stewardship Council.

Norfolk Inc.

- Has developed a human rights policy based on the Universal Declaration of Human Rights and the United Nations Global Compact. The policy is consistent with international standards for security arrangements and law enforcement.
- Partnered to develop a 70.5 MW wind power project, and is working approval for a second 80 MW project in southern Alberta.
- Used gasification, a high temperature process that converts energy more efficiently from fossil fuels, at its Long Lake of sands operations.

Nike Inc.

- Has developed a proprietary "Considered Design" standard to reduce waste, use environmentally preferred materials, and eliminate toxins.

- Since launching its Nike-A-Sole program, Nike has recycled more than 15 million pairs of shoes and used the materials to help produce nearly 300 sports uniforms around the world.
- Nike was the first major brand to publicly disclose its entire factory base in 2007 and issued a similar country-specific report on China in 2008.

Norfolk Inc.

- Norfolk, an ethanol producer, processes more than 16 billion used beverage cans per year, making it the world's largest aluminum can recycler.
- All manufacturing sites have received ISO 14001 and OHSAS 18001 certification for their environmental and health and safety management systems.
- Donates one per cent of its pre-tax income annually and organizes volunteer opportunities for its employees in the communities where it operates, with the goal of achieving a 10 per cent annual increase in volunteer hours by 2010.

Petro-Canada

- Supports employee worldwide balance through progressive benefits, on-site parental leave, job sharing, flexible work hours, and telecommuting, as well as on-site day-



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STARBUCKS RATES its suppliers using 300 environmental and social indicators

ore facility at its local office.

- Has developed water conservation principles that have resulted in water storage facilities for its Aghababa River operations and a 90 per cent wet or recycling rate at its Mackay river oil sands site.
- Conducts country risk reviews and has implemented a human rights management system for its operational operations.

Plastic Power Corp.

- Currently developing several sustainable low-impact hydroelectric projects, with a focus on southern coast of B.C.
- Has developed and adopted "16 Guiding Principles for Sustainable Relationships between Plastic Power and First Nations."
- Engaged local community members before beginning a project and choose locations with minimal environmental, recreational and social impacts.

Eco Vista Alcan

- The company's CEO is an alumna—an alumna in the mining industry.
- All sites acquired before 2005 have ISO 14001 certification for their environmental management systems and OHSAS 18001 certification for their health and safety management systems. Newly acquired or continued operations must achieve certification in this way.
- Has a comprehensive waste charge policy and is developing and implementing an energy efficient lighting technology.

Royal Bank of Canada

- Priorities include development through responsible procurement activities with the Canadian Aboriginal and Minority Supplier

Council, at U.S. affiliate (for National Minority Supplier Development Council), and "don't to local" (for National Minority Supplier Development Council), and "don't to local" (for National Minority Supplier Development Council).

- Developed a Sourcing, Operations, Facilities and Travel (SOFIT) system to collect environmental data that will enable RSC to set emissions reduction targets.
- Provides a resource banking, financing, and advisory services for use of river hydro projects (an environmentally friendly electricity source), wind farms, and a natural gas cogeneration facility.

Stantec Inc.

- At the forefront of water resources innovation, particularly in biological treatment, wastewater technology, and distribution. Its Knaplock Centre for Water Quality in B.C. performs 60 per cent more efficiently than comparable facilities.
- Has launched ecosystem restoration projects to help preserve endangered species, watersheds and forests throughout Canada and the U.S.
- Joined "Risk-MAT," the Federal Emergency Management Agency's flood risk program. Stantec will develop digital flood data, providing more accurate flood warnings and planning.

Starbucks Corporation

- Announced that 100 per cent of its coffee will be approved under Starbucks' Coffee and Farmer Equity (C.A.F.E.) Practices by 2015, compared to 77 per cent in 2008. The C.A.F.E. Practices standard includes over 300 environmental and social indicators for suppliers, which are monitored through third-party verification.

- To ensure that all of its single-use cups are recyclable by 2012, Starbucks is currently engaging its suppliers to develop a more preferable reusable cup solution.
- Established a Corporate Social Responsibility executive committee, which includes its CEO.

Sun Life Financial

- Formed an International Sustainability Council comprised of senior representatives from across the company.
- Has invested more than \$1 billion in renewable energy and conservation projects.
- Is a member of the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria. Sun Life's international subsidiaries have supported disaster relief in China, education in Indonesia, child labourers in India and various mental initiatives in the Philippines.

Sun Microsystems Inc.

- Reached its 2012 goal of a 20 per cent reduction in carbon dioxide emissions four years earlier than planned.
- Joined the Business for Innovative Climate and Energy Policy, a leading coalition, to lobby for aggressive legislation in 2009 to promote energy efficiency, greenhouse gas carbon caps and trading, renewable energy, and green jobs in low-income communities.
- Provides subsidies for employees who participate in the Sun Microsystems Alternative Resources for Transportation (SMART) commuting program.

Sunoco Energy Inc.

- Deployment of wind farms, the company is also a partner in wind power development that produces 147 MW of power, and it produces 200 million litres of corn-based ethanol each year.
- Has invested significantly in Abengor bio-refinery.
- Conducts research to develop new technologies that mitigate its environmental impact, such as carbon capture and storage, geothermal energy, and dry cooling.
- Implements life-cycle value assessments to evaluate the environmental, social and economic impact of major projects.

Talisman Energy Inc.

- Installed two of the largest wind turbines in the world in deep waters off the coast of Scotland.
- Is currently funding an independent report to research the benefits of First, Second, and Third Nations of indigenous communities impacted by its operations, a first in the industry supported by the United Nations Declaration of the Rights of Indigenous Peoples.
- One of only two Canadian companies



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The Toronto Reference Library is being transformed with bold design features and enhanced access to cultural programming, technology and the Library's Special Collections. **re:vitalize**, the Toronto Public Library Foundation's \$10 million fundraising campaign will ensure this \$34 million project becomes a reality. With your generous support, the revitalized Toronto Reference Library will become Toronto's foremost public centre for life-long learning, the exchange of ideas and community engagement.



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Real Estate Ontario

parties of the Extractive Industries Trade
pursues approximately one per cent of pre-tax
profits in cash donations annually.
• TD is the only bank in Canada to employ
a chief environmental officer.

Telus Corporation

- As a sponsor of *Tree Canada*, Telus plants a tree every time a consumer returns an old cell phone.
- Is currently investing \$15 million to build its first low-carbon emitting Internet data centre in Leduc, Que. The centre is designed according to LEED standards.
- Developed an innovative national program of community stewardship boards, through which community leaders and local Telus executives identify community needs.
- Matches eligible employees and alumni donations dollar for dollar.

Toronto-Dominion Bank

- Adopted a sustainable investing policy for its Canadian and U.S. operations, pledging to incorporate environmental, social and corporate governance factors into its investment analysis.
- Through the TD Friends of the Environment Foundation, the company has given \$46.7 million to more than 27,000 entities.

initial growth in Canada since 1999. It also
gives approximately one per cent of pre-tax
profits in cash donations annually.
• TD is the only bank in Canada to employ
a chief environmental officer.

Transalta Corp.

- Supplements its coal and hydro generation with wind and geothermal power.
- Sells wind-generated power on a wholesale basis.
- Announced an agreement with Alstom Canada to develop a carbon capture and sequestration project in Alberta in 2008. The project is expected to deliver 20 per cent of the government of Alberta's 2017 target of five per cent in annual CO₂ reduction.

Transcontinental Inc.

- Sources paper from forests that are independently certified as sustainably managed.
- Has replaced the solvent-producing volatile organic compound (VOC)-emitting solvents used to clean the presses at its Canadian plants with a product that is almost totally VOC-free. It also uses short-cut off-presses, which save paper during the printing of advertising inserts.
- Fifteen per cent of board directors and 35 per cent of senior officers are women, well

TDENV's CARB products are emissions-free and cost just two cents a mile to operate.



above the average representative of women in corporate Canada.

Westport Innovations Inc.

- Engaged in research and product development that reduces nitrogen oxides, particulate matter and greenhouse gas emissions. The company manufactures and sells a broad range of low-emissions alternative fuel engines for commercial transportation that was recognized as one of the most innovative in 2008.
- As a "Power Smart Partner" with BC Hydro, Westport pledges to integrate sustainable energy conservation management into its business operations.
- Established an employee leadership team, "EMPOWER," to drive community engagement and bring together various volunteer initiatives into one coordinated effort.

Xerox Corporation

- Women or minorities fill seven of the 11 board positions, and more than half of the senior executive positions, including CEO.
- Developed High Yield Business Paper, which uses half as many trees as standard paper. Xerox scientists are also developing off-pressing reusable paper, which could decrease overall paper consumption significantly.
- Designed software aimed at measuring paper's real energy use, greenhouse gas emissions, and solid waste production, allowing companies to track and help reduce the environmental impact of using Xerox equipment.

Zenex Motor Co.

- Manufactures and supplies electric vehicles that produce zero emissions and are safe.
- Powered by an battery, the Zenex car can roughly two cents per mile to operate and reduces any standardized electrical output.
- Zeno plans to launch the "cityZEN" this fall. This will be a fully certified, highway-eligible vehicle with operating costs that are one-tenth of those for an external combustion engine vehicle. ■

By Jantzi Research analysts Rachel Brown, Jennifer Lang, Daphne Lesley, Susan MacMahon, Bob Mace, Rachel Schaefer, Irene Sosa, Gillian Stone, and Anne White

METHODOLOGY: The 50 Most Socially Responsible Companies in Canada were selected on the basis of their performance across a broad range of environmental, social and governance indicators tracked by Jantzi Research. Most of the companies rank at the top of their respective peer groups in Jantzi's Canadian Social Investment Database (CSID) or the 401 studies of 50 global research partners, having demonstrated strong performance in areas such as environmental management, impact on local or First Nations communities, treatment of employees and shareholders, human rights, etc. Some are notable for their development and production of products or services that contribute directly to sustainability.

Jantzi's research process includes a thorough examination of company documents, media sources, online databases, government, industry and NGO research as well as direct correspondence with key stakeholders. Jantzi analysts use a best-of-several methodology to compare companies within a peer group to identify best practices.

Each of the companies featured is either Canada-listed or a wholly owned subsidiary of a foreign-listed company with significant operations or brand presence in Canada. A premium was placed on publicly traded companies listed on the S&P/TSX Composite Index and the HSE World Index. Given that Canadian subsidiaries of foreign companies are increasingly being lost to their parent companies, the evaluations are based on the performance of the foreign corporate entities.

Jantzi Research's analysis is a weekly growing number of environmental and individual investors who consider environmental, social and governance performance in addition to financial performance in the management of their equity investments. For more information, visit www.jantziresearch.com.

ECONOWATCH

BY JASON KERRY • Most the Wallers. They're the latest embodiment of the culture of thrift and so to be happy. America. And their story, after a reported a few days ago in the Washington Post, it is up the Waller an Waller again that things truly have changed. You see, the old, conservative Wallers used to travel to the Caribbean, shop at Nordstrom, and all friends all about their consumer exploits. Now, with money tight, Sergio Waller has found joy in discounting her frugality. They say in, our past, and watch Nordstrom's "save and over again." Sergio, after keeping up with the Joneses. It's all about keeping up, as it is clear, with the Waller.

Since the recession began, there has been a trend in the new black. It's more than a matter of frugality. Consumers make up 70 percent of the U.S. economy. Any recovery is wholly dependent on them getting back into the mills. So when analysts tell us Americans are simply unwilling and unable to spend any more, the implications are clear. But the it's a large gap between wanting and unable, and a recovery hinges on which one is truly the case.

Not the loss of income to suggest consumer hands are tied. Nearly 10 million jobs have been lost since the recession began. American households are also struggling under a mountain of debt. Even though consumers have dropped money in their budgets, they still owe about 1.1 times their disposable income. In short, unemployment is rising, incomes have flattened and banks have tightened their lending. No wonder consumers feel trapped.

The bigger question is: will they refuse to spend once things improve? Even a survey gauge at the history books suggests that won't be the case. Just about every serious economist has come with prediction about the end of consumerism. And each time a reborn has occurred, come. Meanwhile, new data from NPD Group, a market research firm, shows consumers are already getting the itch to spend again. The firm's latest response indicates, which measure consumer spending intentions, has climbed steadily since it first turned out in March. In May it suggested the last it was at last there, below the credit hit fall there. "We are seeing consumers move toward employment and spenders are purchasing," the company's chief analyst, Michael Cohen said. "There are the kinds of purchases that would indicate we have taken the first step toward recovery." There's also no question will take a very long time for consumers to regain their footing. But at the end of the day, they are only so many frozen pipes and Nordstrom's viewings they can take. ■

OVERDRAWN by Jason Logan



THE GOOD NEWS

Master homes

New home starts in Canada rose by 9.2 per cent in May, which economists took as a sign the decline in home construction has hit bottom. If so, housing could become less of a drag on the job market and the economy. Most of the gain came from Queen's condo market, which formerly red hot areas in West

concrete sales will have declined by US\$1.12 billion.

A gleam on the mend

The OECD's index of leading indicators suggests the pace of decline in the world's biggest economy is slowing. The index rose in April to 99.3 from 97.2 the month before. The organization also said the recession may have reached its low point in Canada, France, the U.S. and Britain.



Paycheck time

It turns out Washington isn't so much to make the banks after all. The Treasury Department said it would allow banks to repay

Slowly, but surely

American have lightened their debt loads, yet again. The U.S. Federal Reserve says consumer credit fell 0.4 per cent in April, or US\$1.7 billion. If this pace keeps up for the rest of the year,

it would allow banks to repay bailout money they received under the Troubled Asset Relief Program. It's expected as much as US\$50 billion will initially be funded back, just another US\$650 billion to go.

THE BAD NEWS

But where are the jobs?

Investors tried hard to find "green shoots" in the latest Canadian employment numbers, but it was still a grim picture: 42,000 lost their jobs in May. Making matters worse, all the talk of recovery has led to workers off the side line and back into the market, driving unemployment up to 6.4 per cent, the highest it has been in 11 years.

There's another sign the U.S. is going through a lean half that one

Rates on the rise

In the U.S., 30-year mortgage rates jumped last week, threatening any nascent recovery in the housing market. Here's the bad news: as investors grow more confident, they're fleeing U.S. Treasuries, driving yields higher, which not only complicates

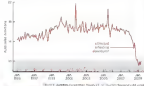
Extreme turbulence

The world's airlines are expected to lose US\$9 billion this year, according to the International Air Transport Association. Just

A WEEKLY SCORECARD ON THE STATE OF THE ECONOMY IN NORTH AMERICA AND BEYOND

GRAPH OF THE WEEK

DESERTED ROADS • For 16 years, America's love affair with cars and trucks has been in high gear, with sales averaging 17 million a year. At this graph shows that it came to a screeching halt in the past few years. It takes get back at least 10 million full stop, it will still any hope of recovery at GM and Chrysler.



SIGNS OF THE TIMES



- ▶ What do you get when you mix a deep recession with Mickey Mouse? Thousands of cheering Wal-Mart shareholders. The new pop star performed at the company's annual meeting in Fayetteville, Ark. And though many, Wal-Mart has seen its share of the U.S. retail market rise to 16.1 per cent from 10.5 per cent over the last 10 years. The company clearly expects demand to continue. —Wal-Mart just announced it will hire 22,000 new workers for its U.S. stores this year.
- ▶ It's an axiom that with high gas prices, the Hammer is a tough sell among drivers. Now it seems GM's efforts to unload the tough division may fly in its face. A day after debuting the concept, GM found a deep-pocketed buyer in China willing to take the Hammer off its hands. But some think Chinese regulators may block the deal. It seems Beijing wants companies to focus on fuel-efficient cars.
- ▶ Recession may be good for Hollywood, but not Hollywood's indie movie industry is hurting. It's estimated 10 per cent fewer colorful movies will be made this year. The problem is foreign investors have lost their appetite. In 2008, they pumped US\$700 million into the industry. So far this year, just US\$125 million.
- ▶ Even U.S. Treasury Secretary Treasury Geithner can't sell his horse. After a month of trying to find a buyer for his Westchester County, N.Y., place—he'd already cut the price to US\$4.95 million, less than what he'd paid for it—Geithner was forced to accept it for \$7,500 per month. At that rate, many used to think he'd be in the end after mortgage payments and property taxes.

LATEST INTELLIGENCE

Suddenly everyone has noticed America's staggering debt load. For years a handful of economists warned of the country's out-of-control finances. During the fiscal cliff of the recession, investors fled to U.S. Treasuries as a safe haven. But now they're fleeing en masse over fears that America's trillion-dollar deficits are unsustainable and will spawn another financial crisis.

"I will make it clear that we are committed to a strong dollar, that we are committed to bringing our fiscal deficits down over the medium term." —Treasury Geithner, U.S. Treasury secretary, ahead of a meeting with officials in China, America's largest creditor.

"Unless we demonstrate a strong commitment to fiscal sustainability in the longer term, we will have neither financial stability nor healthy economic growth. Maintaining the confidence of the financial markets requires that we, as a nation, begin planning now for the restoration of fiscal balance." —Ben Bernanke, U.S. Federal Reserve chairman.



"Simply put, the U.S. fiscal circumstance has become a laughingstock."

—Dennis Gartman, author of the Gartman Letter



"While policy matters, including what the President and the very Secretary Geithner, ensure voters and financial markets after that... a return to fiscal conservatism is just around the corner's corner, it is hard to overemphasize how hard that more balanced budget can be pulled out of Washington's line." —Bill Gross, managing director, PIMCO.

"It could cause a rising tide of anger across the nation, wiping out the effects of any stimulus, undoing any recovery, and sabotaging any new bailout." —Markets Week, president, Ben Research, Inc.

THE ECONOGAUGE

Our weekly estimate of the prevailing mood among investors and consumers



THE WEEK AHEAD

FRIDAY, JUNE 12 The University of Michigan will release its closely watched Consumer Sentiment Survey. It is expected to continue its recent month-to-month job loss losses, become less vibrant.

MONDAY, JUNE 15 Statistics Canada will report new motor vehicle sales for the month of April, and analysts expect a modest increase.

WEDNESDAY, JUNE 17 The U.S. will report its Consumer Price Index, which is expected to remain flat at zero per cent.

THE CODE IN ACTION

When Habitat for Humanity Canada reviewed itself against the Ethical Code it came out well. While the organization's culture of responsiveness and professionalism had ensured this outcome, the objective benchmarks of the Code served to provide a focal point for assessment and a mechanism to identify any areas for improvement. Coming out of this review, the organization created a formal assessment policy.

Stewart Hanks, CEO, Habitat for Humanity Canada



Every Canadian in every corner of the country is touched by the work of charitable organizations.

[illegible]

Association of Fundraising Professionals
Fundraising Code of Ethics
www.aefp.org/ethics

Do you have any concerns?
Charters participating in the Ethical Code Program are obliged to adhere to a set of standards and practices. Non-compliance may result in removal from the Ethical Code Program. If you have any questions or concerns or want to lodge a formal complaint about an Ethical Code participant, please contact: code@magistratcanada.ca. Your concerns will be heard by a volunteer committee of experts in the field.



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Dear advice!
Happy money

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fame

Is late May, Winkajong born jockey Chantal Sutherland still counting a long shot hoping she'll ride the champion thoroughbred filly this fall in the USA?

In the U.S., million Belmont Stakes, the third race in the Triple Crown, which ran in New York last Saturday. Sutherland has a history with the gelding who captured popular imagination after his winning open event at the Kentucky Derby against 50-to-1 odds. She'd ridden him to victory in three stakes races at Toronto's Woodbine Racetrack last year and won aboard when his ankle was injured by another horse during the 2005 Breeders' Cup Juvenile at Santa Anita racetrack in Arcadia, Calif. For a heady moment, she thought she'd be riding him in this year's Derby, due to a broken leg in early May to make him a two-year-old again.

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SUTHERLAND in the reality show *Jockeys*. The second season starts in September



The beauty and the beasts

Star of a reality show, photographed by 'Vogue,' Canadian jockey Chantal Sutherland brings glam to a muck-splattered sport **BY ANNE KINGSTON**

In late May, Winkajong born jockey Chantal Sutherland is still counting a long shot hoping she'll ride the champion thoroughbred filly this fall in the USA. In the U.S., million Belmont Stakes, the third race in the Triple Crown, which ran in New York last Saturday. Sutherland has a history with the gelding who captured popular imagination after his winning open event at the Kentucky Derby against 50-to-1 odds. She'd ridden him to victory in three stakes races at Toronto's Woodbine Racetrack last year and won aboard when his ankle was injured by another horse during the 2005 Breeders' Cup Juvenile at Santa Anita racetrack in Arcadia, Calif. For a heady moment, she thought she'd be riding him in this year's Derby, due to a broken leg in early May to make him a two-year-old again.

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her love jocks, and rarely and sweet natured, thoughtlessly possessed of naivety will she call her high school boyfriend "my destiny" and credit iPods?

"Follow your dreams" mantra in her inspiration. She was raised and grew up in a horse farm in Caledon, Ont. While she boarded at Lakeside College near Peterborough, Ont., she brought her horse Sparrow Hawk along. After earning a degree in psychology and completing her master's at York University, she trained as a jockey against the objections of her father, who wanted his daughter to pursue a safer, more lucrative line of work than riding a 120- to 200-lb beast 6 to 10 miles an hour down a muddy track. His concerns are justified: jockeys are killed every year. Last month, U.S. champion Reek Douglas was punched after a fall. And while top jockeys can make millions, many in male only if a horse places. Even then, a jockey's take is 30 per cent before costs, which include 35 per cent to an agent. "We can make money, but we're risking our lives," says Starbuckler, who has suffered three concussions but has never known a bone in a fall.

Her career began surprisingly late when the Supreme American Canadian's top apprentice jockey in 2000 and 2003. In 2005, she earned 577,000 pounds (equates to seven months). The next year, she won \$11 million and her third 1-11 effort was a Woodbine trainer Mike Wright Jr., which ended in 2005, made her the target of criticism that she had a conflict of interest. "What I was worried to see explained," she told the Toronto Star. "I didn't blame the jockeys. They want your horse and they'll do what they need to do to get it." In 2006, she went to race in New York and Florida. In 2007 and 2008, she raced in Santa Anita, where she finished in the top 10.

She's now ranked second at Woodbine with 2009 prize earnings of more than \$1.5 million. The list of her jockey relatives due to top jockey Patrick Haddock can be attributed to the fact that she's a beautiful woman in a sport that's 60 per cent male. Those numbers are changing, says Starbuckler, who speaks rhetorically about the "girls' room" at the track. "We support each other," she says. She also has a big fan base of young girls who write, telling her they want to be jockeys. "I tell them to finish school first," she says.

Despite women's advancement, discrimination still exists. At all of three jockey associa-

San Diego, Jr., new on agents, who has trained with Sutherland. "Facing people are inherent to jobs, but I don't know if it's made them any better. I think they can do the job as good as us," he says. He believes the will break barriers, comparing her to Julia Roberts, who won the 1991 Best Actress award, the only woman to win a Triple Crown race. "Classical great," he says. "She's a beautiful ender."

Michael Doyle, a runner at Woodline, speaks of Sutherland's patient, intelligent style. He also credits her agent, John Bell, for securing good movies. "I think she could be fine [ranked] by the end of the year."

"People must have high profile jobs, the way women must design shoes," says Sutherland, who has been active

"People
it can
not be
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Sutherland Geared From
her rights in Vogue

in getting her face out there. A few years ago, she saw photos of her self in the men's magazine UMM. When she saw that Go Go Enkay, the company behind MTV's hit reality show *Lipstick Jungle*, was producing jobs, she eagerly wanted to take part. "I said, 'This is going to be huge.'"

The program, which was expanded to her long opinion in the second season, has borne fruit for professionally. "Owners want to put me on horses. They see how hard I work—they see the passion," she says. She's sharing the pho-



WASH POST
If Robert Henschel—
that he never attended
Calif., last year. A law
that he drowned one
a bartender and shou
don't know who call
HSH place at 1-800



WASH POST
If Robert Henschel—
that he never attended
Calif., last year. A law
that he drowned one
a bartender and shou
don't know who call
HSH place at 1-800

...to scrape out a new economics deal to replace Mexico. Company founder Andrew Maroon loves Sutherland. "She's an exceptionally lovely woman," he says. But he excluded the contest because she didn't set any other example. She was also buzzed that Sutherland's racing schedule prevented her from appearing at the Golden Globes and the Oscars.

"I thought it was a great opportunity to gather her in the door with the Hollywood set because it's always been Chantal's goal to get more TV racing going," Horse racing remains a niche sport, Maroon says. "People don't have the same passion for football players or tennis players; they're just not that kind of communal pet."

That's another reason Sutherland is trying to chase the early-arriving jockey chantalstuartford.com just two weeks ago, forming a career that specializes in jockeying for Disney's Thoroughbred. A berry of "Chantal" branded products are in the works, says Sutherland's off-track agent Vicki Baur, including an "officially licensed" of a riding boot-shaped bottle, a Chantal's doll and jewelry line—just for women, not for girls.

"They're also making a line for a sport on Disney with the Stars," Baur says. "It's really hard to contract on that," says Sutherland.

Despite her father's attempts to retire, Sutherland plans to ride for another two or three years. Female jockeys who don't want children can ride to 40 or 50, she says.

"But in my heart, I want a family," she's deciding whether to spend next winter studying in Japan or Hong Kong, where the juries are big, or to go to California to look a horse for the next Derby season. As they say in the equestrian world, jockey orbit, all it takes is one good horse, one big win. **M**

BERNARD MASHCO

...of Souter—could make a wish. It might be a Mike-A-Wish fundraiser in Santa Monica, still filed in L.A. against the actor alleges to many details at the event before grabbing him from with his own car, screaming, "You just ruined this story for this organization!" It's living hell for territory and account



THE ORIGINAL with Robert Shaw (left) is not

Why remake

'The Taking of Pelham One Two Three'

cult classic with a double

BY BRIAN D. JOHNSON • Hollywood loves to celebrate itself. Every summer, the studios glorify past glories with sequels, prequels, reboots—and remakes. The most shameless of these are the remakes, which make a virtue of unguilty naivety. It begs the question: Why remake a perfectly good movie? Usually the motive is easily understood—to reproduce a proven hit for an audience unaware of the original (because it's too old, too obscure, or in Fox's case, sometimes a remake is an auteur's very homage, such as Gus Van Sant's shot-for-shot *last Tango in Paris* (1998)—or more recently, Michael Haneke's shot-for-shot American clone of his own German-language *Fanny Gassman*.

But regularly, remakes tend to be inferior to the originals. Prominent examples include *Double Dragon* (which had *Street* as its predecessor), *Get Carter* (Sly Stallone), *The Untouchables* (Eric Roberts), *Stallone Sly and War of the Wicks* (both with Tom Cruise), *Raiders on the March* (at their own risk—unfortunately *The World of G.D.*, which was a remake of a better movie, and *The Magnificent Seven*, a version based on Kartmann's *Seven Samsons*). There are also the notorious knock-offs of genre franchises by clumsy directors, like *Foxes of Palma's* *Scarface*, David Cronenberg's *The Fly*, and Martin Scorsese's *The Departed*.

Metaphorically, however, a Hollywood remake is akin to urban gentrification—you pick up an old property and renovate it with a contemporary twist, jettison stars, state-of-the-art filmmaking techniques and a fresh cast of hippest-seeming faces. That's certainly the case with *The Taking of Pelham 1 2 3*.

The thriller about the hijacking of a Mass Transit subway car for a cash ransom is a sequel made under the auspices of the 1975 release

THE NORMAL COLLECTION STEPHEN VAUGHAN



...ore elegant, and the new version with John Travolta.

e a perfectly

123' turbocharges a

ble dose of adrenalin

Two movie stars, Denzel Washington and John Travolta, fill out the roles originally played by character actors Walter Matthau and Robert Shaw. And that says a lot about the difference between the two films.

The original is a fast-spaghetti dramedy directed by Joseph Papp in the gritty realistic style of '70s American cinema. The action virtually all takes place either in the subway tunnel or the dispatch center. The remake, directed by Tony Scott (Criminal Minds), is a fully turbocharged thriller that hurls along, will, like an express train, after being into a fast-out action movie. And while the basic plot still ruggles home in the subway and the control center, the police scramble to deliver the ransom money, so Scott finds time to make several cool turn-trip. And

Aside from gratuitous speed, there's a roomful for cranking up the adrenalin: New York has changed. In the original movie, the sleepy dispatch team takes forever to wake up to the implications that a train has been hijacked. The remake is set in present-day New York. So the entire police force gets into action, as vital numbers of air strikes make the work matter, plunging.

The characters have also been buffed up: John Travolta coaches the hero as an NYPD veteran negotiator—a character that doesn't exist in the original. And James Gandolfini



WE'RE STALKING
 Diet thinks Hollywood is a free zone, I mean "9/11" death at Diet is building a new platform. It's the place the one-size should of sure a big start



...is more ferociously entertaining

good movie?

(The Sopranos) makes a meal of his role as the city's tycoon mayor. As for the leads, there's villain who's a cop, while Travolta is a guesstimate package of denseness—cocking psycho, bitter paranoia, prelate on-call, Catholic overlord. And while Matthew was just a laconic transit cop, Washington is endowed with a virtual portfolio of subplots, as a transit encounter who's been demoted to dispatcher after being charged with taking a bribe in purchasing Japanese subway trains. Had he a few loquacious backstories like matching corners, here and villain say off with what seems like contractual symmetry.

So which movie is better? The original is more elegant, but the remake is more fire-cracker enthralling. Kurosawa lets us up the city. Canada's Abel Gideon has just shot *Chloe*, a version of a French movie verging that promises to out-French the French by being more crass than the original. And Wong Kar-wai is remaking Abel Ferrara's *The Red Violin* story. But it's hard to imagine how he could make it any filthier than the original, whose director has't exactly called his blessing "I wish these people die in hell," said Ferrara. "I hope they're all in the same street, and be blown up."

Queerest Toronto has a novel approach. It's built a center to queering other movies that has Men-reading pop, gay-friendly DVDs, sales nothing from the original concept the film, which the copy rights. Some critics the best or rather not a reminder as it is. ■

1. CAMERON DIAZ
and girls have had their time in the spotlight in slushy girls. But sometimes it's glow—mainly there in the spotlight to Marie Curie. So lady mother nature: "The planet needs a girl. You know what I mean? The should be a girl. A girl. How do we make this little planet want everybody to know who she is?"

MANCHESTER, JUNE 22, 09

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THE ORIGINAL, with Robert Shaw (left) is more elegant, but the new version with John Travolta is more ferociously entertaining.

Why remake a perfectly good movie?

'The Taking of Pelham 1 2 3' turbocharges a cult classic with a double dose of adrenalin

[illegible]

Two movie stars, David Whitehead and John Travolta, all used the roles originally played by character actors Walter Matthau and Robert Shaw. And that says a lot about the difference between the two films.

The original is a fast-suspense driven film by Joseph Sargent in the gritty realistic style of '70s American cinema. The action virtually all takes place either in the subway tunnel or the dispatch center. The remake, directed by Tony Scott (Criminal Minds), is a slicker, more polished thriller that borrows along, well, like an express train, after being into a fast-cut action picture. And while the basic plot will suffice between the two, the new film trail-rides, as the police scramble to deliver the train's missing. Scott finds time to make second gear jump-trip Andy.

Aside from gratuitous eye candy, there's a reason for cranking up the adrenaline: New York has changed. In the original movie, the sleepy dispatch team takes forever to wake up to the implications that a train has been hijacked. The remake is more paranoid, post 9/11 New York. So the entire police force springs into action, as vital rumors of an imminent attack the stock market plunges.

The characters have also been bulked up. John Travolta roams the hero as an NYPD hostage negotiator—character David didn't exist in the original. And Justin Candlish

WE'RE STALKING
David thinks Hollywood's fixated on him. He's a former '90s 'It' guy who David is backing a new production. It's the plot of the one-true should-be ours a big star!

The Sogomori makes a meal of his tale as the city's tyrannical mayor. As for the leads, there's villain who's a copier, while Travolta is a present in a package of depressing—sneaking psycho, basic instinct, prelude to chaos, Carlyle's megalomaniac and while Matthau just goes a laconic transit cop. Washington is endowed with a virtual palette of subplot, as a trans-encounter who's been dismissed to dissembler after being charged with taking a bribe in purchasing Japanese subway train. Handling their laconic backstories like matching centers, here and there stay off with what seems like contrived symmetry.

So which movie is better? The original is more elegant, but the remake is more fire-cracker-entertaining. Remakes like *Top Gun* are easy. Canadian Atom Egoyan has just shot *Chloe*, a version of a French movie *Chloé* that promises to out French the French by being more erotic than the original. And *Planet B* is revisiting Abel Ferrara's *The Red Violin* story. Kuchel had to imagine how he could make it any flatter than the original, whose director had't exactly offered his blessing "I wish these people die in hell," said Ferrara. "I hope they're all in the same streetcar, and it blows up."

Queenie Tienorio has a novel *Agony* that's built a career on quipping other movies. But his *Men and Pigs* crop, *Expensive Dick*, tells nothing from the original concept the film, which only really rams. Sometimes the best remakes are a reminder at all.

CHRISTOPHER DIAZ

Q I've seen *Planet B* and *Agony* and *Chloe*, and girls have had their fair share in the spotlight in slummy films. But sometimes I go—*man, there's nothing there!*—as explained to Marie Claire. So lady! mother snuff! "The planet needs a net! you know what I mean?" The should be as a star. How do we make this little planet mean everybody to know who she is?"

JOCKEYS on T4. Subliminal success from left, Mike Smith (larrikins), Johnnie L. (larks), Mike Smith (larrikins), Johnnie L. (larks), Mike Smith (larrikins), Johnnie L. (larks), Mike Smith (larrikins), Johnnie L. (larks).

JOCKEYS on TV: Sutherland (second from left), Mike Smith (far right), in blue

in getting her face out there. A few years ago, she saw physics of her self to the new'n'age site UMM. When she saw that Go Go Bakery, the company behind MTV's hit reality show *Laguna Beach*, was producing *Jockys*, she emailed them to take part. "I said 'Mike, this is going to be huge!'" The program, which was expanded to hear local talent in the second season, has been fired her professionally. "Owners were so into me on there," she says. "We saw had forty-five of the position," she says. She's having the pho-

usually hard contract to get," says Rothwell. Despite her father's warnings to retire, She's earned places to ride for another two or three years. Female polo players who don't want children can ride at 40 or 50, she says. "But many (can't), I want a family." She's decided whether to spend next winter riding in Japan or Hong Kong, where the games are big, or to go to California to look a horse for the next Derby season. And why not the ever-sustainable, jockey prize, all it takes is one good horse, one year, and a lot of luck. **M**

DEBBY MASCHO
 one of Scotland's best male players. It might be a little late to make a wish. In Santa Monica, Calif., Mascho is a 40-year-old actor, still filled in A, against the actor's stripes and many of links at the event before grabbing a drink with his own B, sometimes. "You paid me \$8,000 for this organization, polo is the most fun for nothing you can do!"

[illegible]

WE'RE STALKING
But critics Hollywood
'I fear scary plots...
I saw one... it was
bad! But he looks like a
politician!' Is the plot
the one—the shoul-
der of ours a big star?

... **CAMPION DIAZ**
and girls have had their turn in the spotlight. And she's a slacker girl. But sometimes I go—manning the cash register at the store in Marin County. So I'm like, mother nature. "The planet needs me, you know what I mean?" She should be like a BICE. How do we make this 1950s planet want everybody to know who she is. M

UNCLE SAM'S JUNE 22 09

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ALL OF THE eight Gosselin kids are smarter than their parents, with awarded parents. That's always been a popular TV formula

What's so great about 'Jon & Kate'?

The real reason the show's so popular is it's the only one left that still features cute kids

BY JAIMIE A. WEINMAN • Why did almost 10 million people watch the season 9 premiere of TLC's *Jon & Kate Plus 8*, the reality show about a couple raising eight children? Well, some of those viewers were driven to the show after reading all the tabloid stories alleging that Jon, the man of the house, had an affair in an age when tabloids are once again making out with reality TV. We couldn't help running in to see the Pennsylvania couple admit that their marriage was in trouble. And yet the show didn't start with Jon and Kate Gosselin discussing the peril of their marriage or denying that they'd had affairs; it began as the spouses usually begin, with their kids, announcing to us that "we're turning five!" laughing, prancing, and nuzzling for the camera. The real reason Jon & Kate has remained on for five seasons is that the eight Gosselin children are the real stars; it's the only show left on television about the joys, fears and rhythms of small children.

Jon and Kate's eighth-year-old twins and five-year-old accomplices aren't perfect kids dishing up their bond, buns, cut-out shoes and make each other cry. But unlike the heartless children on other reality shows like *Survivor*, the Gosselin kids are always portrayed as sympathetic and sweet. They are also portrayed as individual characters, starting with an early episode in which Jon and Kate defined the personalities of each child, calling one "our professor" another one "Mummy's best friend."

As the show's gotten on, the kids have lived up to these descriptions. Pam talks about which character they like best: some say her like with Jon, who thinks she's a scientist, for "I'm funny," he says after making a joke, others with the outspoken Macy, who once

told Kate to "stop being my boss!" But all of the kids, no matter what their character is, are smarter than their parents, well-versed parents. Their shrewdness is popular TV formula, and it's also producers are trying to make TLC follow up on *Jon & Kate* with a show about a large Arkansas family, 17 kids and counting (which became *18 Kids and Counting*), while the Osbournes, Nadi's siblings, is developing a show about her family. You can bet her kids will be the most likable characters on that show.

Not that viewers might not prefer seeing a family's messy side, but parents like to go for it. But there's nowhere else to go for an old-fashioned family show. *Stripped* down on the mother's perspective, both on the U.S. and Canada, have almost no children in regular characters, of the top 10 shows in the U.S. ratings. *Two and a Half Men* is the only one that over kids on it, and he was noticeably absent, unappealing by now. But he's a teenager, no younger children have been brought in to replace him. We're a long way from the '80s and '90s, when TV was filled with rich, even-tempered children like Rudy (Krisita Kishner) on *The Cosby Show*, or Olivia (Kirsten Dunst) on *The Cosby Show*, or Olivia (Kirsten Dunst) on *The Cosby Show*, or Olivia (Kirsten Dunst) on *The Cosby Show*. When Rudy was too old to be out. Networks used to assure

that little kids helped a show, appealing to both kids and adults, now children are virtually banned from prime time.

Some of this has to do with child labor laws. Jon & Kate is currently under investigation by the Pennsylvania Department of Labor over charges that, to quote Kate's own words, "the children don't want the cameras." Still, there were several other rules, the *Jon & Kate* rules played a single character in *Full House* so that they wouldn't run out of the lines on how many hours a child can work. Today's shows lack children not because of labor laws but because the kids once it split kids often have their own TV sets, watching people their own age on the Disney or family channels, while the network that adults prefer to watch adults.

Or do they? When it comes to Jon & Kate, adult viewers are still eager to watch TV kids grow up before their eyes. Jon and Kate's new found success in going long and quiet is linked to the public's love of their kids. A Gallup poll found that all per cent of respondents are worried the Gosselin children might be "worse off" for their participation in the show. That may be why Jon & Kate remained the most popular, and the network that the kids are all valuable and anticipated by the camera. "We have healthy, happy, well-adjusted, educated kids," he told People magazine. "They're bouncing around and having a good time. Happiness is my long way home—as long as we have the parents and love the kids." ■



RAFAEL'S FAMOUS portrait of Braccio Braccio, while Michelangelo was intense, demanding, Raphael's touch was much lighter

Raphael crushes Michelangelo

In a show about 100 years in the artistic life of Rome, one master prevails over all others

BY JOHN DECKER • Whiling into the first room of a big art show, the gallery goes instantly lively around for the block of time on the wall that introduces the artist or group of artists, and sets the stage for their masterpieces. In an art show, that's not how the National Gallery of Canada's big summer show, *Raphael to Caravaggio: The Art of the Papal Rome*, is organized. Each room is devoted, not to an artist, but to a different 16th-century pope. The first belongs to Julius II, who carried the stone to St. Peter's Basilica and whose genius began the work of making Rome glorious in the Renaissance and beyond. Artists, the first stretched ready on the wall are his main. Anyone who looks at the art, though, will come away divided as to whether it's really ruled by Michelangelo or Raphael. These rivals are elegantly represented as Julius II's master, and experiencing the complete tension between them in close quarters in one of the great pleasures of this engrossing early modern exhibition, which runs in Ottawa until Sept. 7.

In a recent stroll through his show, David Franklin, the gallery's chief curator, declared Raphael the hands-down winner. Franklin lingered over a Michelangelo drawing of a child—a famous study for the Sistine Chapel of an improbably bearded female—decided it a singularly beautiful find. "The divine and human are just extraordinary," I'm not sure they had the bodybuilding equivalent in 1510 to go for "muscularity," he says, then adds: "This is sort of a cult-decan in an art history, because nobody can really learn from this, in the sense that nobody can match it." Where Michelangelo's drawing is impossible, Raphael's portrait of Braccio Braccio, with a melting gaze from across the room, is

amplifying. "The elegance of," Franklin says, "is a stylistic intensity that Raphael is bringing to Rome."

That statement was hardly brief. The show traces Raphael's influence roughly from Julius II's election as pope in 1503 until Clement VII dies in 1523. But this is not the story of the rivalry between what Franklin calls Raphael's "practical style." The century was too bloody, too full of intrigue to allow art to progress along some smooth path. So the exhibition's mood shifts dramatically. The Julius II room conveys grand ambition and confidence. Several popes later, Rome has endured invasion, Protestantism is rising, and Renaissance's greatest painter is absent without Julius II in 1516. The papacy has revolved behind insecurity and disunity.

By his look, it's no surprise to learn that Pope Sixtus V was devoted to stamping out heresy. But Franklin was up on an amazing corner by hanging his beside Titian's last known work, Mary Magdalene on the Cross, supposedly depicting the New Testament's penitent living as a human in the wilderness. Penance has never looked so voluptuous. "Depending on how you interpret it," Franklin says, "it's kind of a pin-up, really." Posing her beside Pope Sixtus is a reminder that a living heresy light in 16th-century painting couldn't be extinguished even in the end's dark days.

The career of much of the show was in fact Raphael, even though he died at just 37 in 1520. Michelangelo, who lived to be 88 and died in 1564, never lost his unique intensity. It's there in the way the black chalk of an angel appearing to the Virgin Mary, drawn around 1510, suggests into the future. Raphael's touch was much lighter, kinder and figuratively "Raphael was a more amiable character," Franklin says. "Michelangelo was so furiously concerned."

By the first pope, and the first pope, Clement VII, Raphael's career has triumphed. The walls are a warm yellow and the key paintings are by Raphael. Raphael keeps referring to him by his first name. It's not surprising that the career feels a certain familiarity: it has a strong Italian show in short order, a sequel to 2007's ambitious *Leonardo da Vinci: Michelangelo and the Renaissance*. The contrast exhibition is even more multifaceted, if only because Raphael has recovered far less attention than Leonardo from those years.

After all, having pulled the show together, Franklin was in a hurry to leave these last Caravaggio paintings. "A small detail," Raphael was the "human and elegant style," he says, painting out little marks, like the eye glasses, young women in a honey depiction of the Holy Family. All those disconcerting popes, all the brilliant artists they hired—and what stands out in the end is so lonely and unimpressive. ■



ACCORDING TO TV **KIM JONG IL'S SUCCESSOR** "You know about that North Korean madman dictator Kim Jong Il. Well, there's word he may be letting go and stepping down. And they think he could be replaced by his son, Kim Jong Un." —David Letterman
"There is a big announcement in North Korea. Kim Jong Il has named his son as his future successor. A president's son becoming president? That would never happen here." —Craig Ferguson

PHOTO: ALEXANDER ZIM / GAZETTE PHOTOGRAPHY



NOW SHOWING **STRANDREEST** Giant mobile sculptures made of yellow tubes wander beaches in the Netherlands. Worn women wings that compress patients, among the "self-organizing breath machines" from the massive *Body of the World*. Dutch artist Hans Olthoff has created a series of the Strandreest. They evolve as Jensen lives, on their best traits. "I want to put the art in the park, in the park, in the park, so they will live their own lives," he says.



DESPITE ITS retrograde title, *Smart Girls Marry Money* is far from being a 21st-century revision of the 1935 film *How to Succeed in Business Without Really Trying*.

If you're smart, you'll marry money

'A man is not a financial plan,' say these subversive experts, 'but he can be part of one'

BY ANNE KIRKINGTON • At first glance, the new book *Smart Girls Marry Money: How Women Have Been Duped into the Aristocratic Dream—and How They're Paying for It* by Elizabeth Ford and Danae Drake appears to be a throwback to a gilded era in which women, smart or not, didn't make their own money (its thick black-pink cover has Capd'Arno branding the "It" as "Girl," less anyone mistook the over-the-top frodo, its retrograde title seems only dated to typify actual "sugar girls"—women who sold by the "self help" title and who would later copy any one who called them "girls").

But skim more deeply—through the real-life anecdotes and beyond lines like "My Dad can be Mr. Right"—and it's apparent this isn't a 21st-century *How to Marry a Millionaire*. Rather, Ford, a 41-year-old BuzzFeed-winning television producer divorced from Harrison Ford's son, and Drake, a 44-year-old medical doctor with an M.B.A. from Stanford who has been divorced (and is now rich), adapt a satire come to deliver a surprisingly subversive self-help (or financial) message, if you can. *Smart Girls* is written for *Goose* Mary of their observations have been well-learned, to wit—women have adult lives in terms of family and attractiveness, taking time out to raise children reduces women's work place value, women have more difficulty bouncing back from divorce. And even after decades of women graduating from professional schools and career numbers than men, men remain the power players.

Instead of focusing about these inequalities, they counsel women to bring about change strategically. Females have "taught" into a fairy tale, they observe, in which "turning it all" has translated into "doing it all." They

decried the modern notion that marriage be based on romantic love—a really horns and control deemed to fail. Marriage as an economic trade-off, so women should exploit the currency of youth, they write. "A man is not a financial plan," they advise, adding "but he can be part of one." At times, they push it: "Earnings power is a reflection of his education and character. Right? Yes? Not so much," they write, ignoring the fact many high earners are stupid (that's a cliche, you know). Still, many women buy into it, says Jeremy Shale, who runs *girlbosses* advice, a U.S. website with 4,000 members, most of them women. "She's looking for a rich man herself. It's about him being powerful and ambitious and open-minded like me."

But the book's message, ultimately, is not so much for gold but to remove the brokers and side charges. An entire chapter is devoted to the importance of transparency in building sexual confidence. They also advise women to get a guy on their finances, because they live longer, they need to save, budget and invest (and more aggressively than men).

The idea to write the book evolved after Drake and Ford met at their children's school. Drake was having difficulty re-entering the workforce despite her impressive CV. "We used to joke, 'We'd thought we were the smart ones but the smart ones married money!'"

The thesis would have been outrageous to her 16-year-old, Drake admits. "I would have been: 'Of course I'm going to be making my own money. I don't have to choose a guy based on money.' But I never expected to be a real-life career path."

Financial counselor Gail Vix O'Grady, host of the TV show *360 Debt De Us Here*, applauds the message. "They're talking women 'Wake up. Anything you exchange your independence and face, you need to negotiate a price tag.'" But she's skeptical. "Good luck convincing people of that. All of life is based on a romantic dream." People can overstate their wealth during courtship, she notes, citing a couple she's working with. "Her expectation of what life would be like after marriage is based on his courtship of her. And his courtship of her was based on knowing she'd never accept him if she knew what he was about."

Neither Drake nor Ford married for money. "Never, never, never, never, never," Drake laughs. "You've been called married gold digger by critics, a charge she'd defend." (It's the better read choice to have a husband who is low on credit and your family are going to be taken care of in case he decides to walk? Or he got hit by a bus?) She describes her own not married husband with affection: "He's an incredible father and great husband. I'm really, really lucky." But she's not sorry-eyed. "You're not checking any tests every year to make sure he's not dead. It has evolved into something more subtle and less obvious." ■



MOSE IMPROVED

CHRISTIAN BALE

Bale quietly sat down with *GO* magazine and gave a rare interview in which he explained his 11-year-old inside on the set of *Twelve Years a Slave*. He said he couldn't wait to be a director. "I was like, 'That guy who was pulling was at least half John Connor, and the rest was Christian Bale.' Bale has already given a public apology, while director MIO has taken the blame, saying he pushed Bale too hard to create another *Selena*.

MACBLOGS

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MACLEAN'S
MAKE SENSE OF IT ALL

ROGERS



GOPP: The drug Brooke Shields says will lift her eyebrows may also darken your eyelids and permanently change your eye colour.

A sure cure for eyelash inadequacy

You've tucked your tummy, lifted your face. Now for those hideous, malformed lashes...



SCOTT FESCHUK

Brooke Shields is on your television screen, but other people's eyebrows are on your television screen, too. Look no further. Brooke's long eyelashes want to tell you something—a new prescription drug called Latisse. Heavens, better turn up the volume because surely this drug is designed to treat a serious medical condition like high blood pressure or eye disease or...

"Grow Lashes! Grow Longer! And Fuller! And Darker! Lashes!"

...or the dry tears on the edge of your eyelid possibly being a few seasons too short. According to the commercial, Latisse is an actual drug manufactured by Allergan Inc. to treat "inadequate or not enough lashes," a condition apparently known by the scientific term hypotrichosis and by the colloquial term because you ladies didn't know there was any part of your physical appearance left to feel wrong or depressed about but boy were you wrong, he he.

I mean, sure, you've had a nose job and your breasts done. Your tummy is tucked, your face is lifted. Responding is the pressure of our superficial society, you have achieved physical perfection in every way and now it's time to... whoa, hang on a minute... those eyelashes of yours. Sweet Jesus, you're a monster!

Lucky for you (and Allergan) that's held true for Latisse. By lifting our eye \$120 for two months you can have longer and fuller and darker lashes. And by looking out just \$120 every two months for the rest of your life, you can keep those lashes, because otherwise they'll "gradually re-grow

to their previous"—that is to say, hideously malformed—"appearance."

Brooke Shields and her gorgeous eyelashes don't want that to happen. "Ask your doctor if Latisse is right for you," Brooke says. Then he sure to quote and give your doctor name to laugh heartily, with the tears from eyes and then awkwardly recover, saying, "Oh, you were named 'Alan'."

Brooke's ad has a little story in it. A little story always seems to unfold in drug ads. Sometimes it's the story of a guy who survived a heart attack. Sometimes it's the story of a woman whose husband was as fragile as a Ping-Pong ball. The story that unfolds on Brooke's ad is the story of a woman who came up with the 37th way of detecting my seven-year-old son from the television Daddy who I have constant uncomfortable questions like "What's your eye dysfunction?" and "Can I be like those people and have my bath outside in the mud and die of a cerebral?"

The story that unfolds in the Latisse commercial begins with Brooke arriving at an elegant birthday party. Then she sits on a couch, where she talks with a pretty man. Now she's alone with the pretty man? To recap, Brooke has personal implications, then convinced and danced with a man—man of which would have been possible without Latisse, except for all of it.

Although relatively new to the market, Latisse is already generating feedback on the Internet. One woman asked whether it's normal that a whole lot of her eyelashes have suddenly fallen out after the biggest change Latisse (Dropper) applied. Another commented, "While hair regrowth is good, I think it's a bit weird that the hair is falling out so fast."

seriously, spiky [sic] and went going all over the place... Not to mention my eyes looking bloodshot all the time."

To be fair, Brooke's commercial does warn of two potential side effects: itchy eyes and eyelashes. Only when you go to get Latisse without the you learn of the drug's other warning: powers, such as it is, to "cause eyelid thinning, darkening" and the "potential for increased brown eye pigmentation, which is likely to be permanent." Latisse, it says, permanently changes the colour of your eyelids but go ahead and see it because maybe it won't.

And that's not the only fine print. After detailing various laboratory tests done on mice—and really, what could be a mouse dignified and for a lab mouse, then giving up its life to that humanity can combat the scourge of not quite thick enough eyelashes—the Latisse information sheet notes: "Because animal reproductive studies are not always predictive of human response, Latisse should be administered during pregnancy only if the potential benefit justifies the potential risk to the fetus."

Monstrous, in other words. It's time we talked. You're probably wondering about some of the things that make you different from other folks, such as the brown pigment in your eyes, and your third arm. Mommy loved being pregnant with you. But Mommy also loves having premature grade eyelashes, as...

The birth of Latisse raises the question: how could possibly be left as a woman for drug companies in "care"? But instead of when science finally overcomes the horrors of disability research, knock-knock and the medical advances in turning children, Brooke Shields will be there to endorse the required drug dosage. ■

ON THE WEB: Find out how to get Latisse. Visit www.macleans.ca/yeslashes

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